



Mercuri International

ESSENTIAL INSIDE SELLING SKILLS



PROGRAM OVERVIEW

Mercuri International **ESSENTIAL INSIDE SELLING SKILLS**

This is a program to improve your sales performance when dealing with a customer “from the office” or remotely. Following this path, participants will discover the whole sales process and get useful tips on how to apply relevant selling techniques - from the research of information about a prospect to closing the deal.

AUDIENCE

All salespeople who want to improve their sales performance.

DURATION

Digital content: **4 hours 30 min**

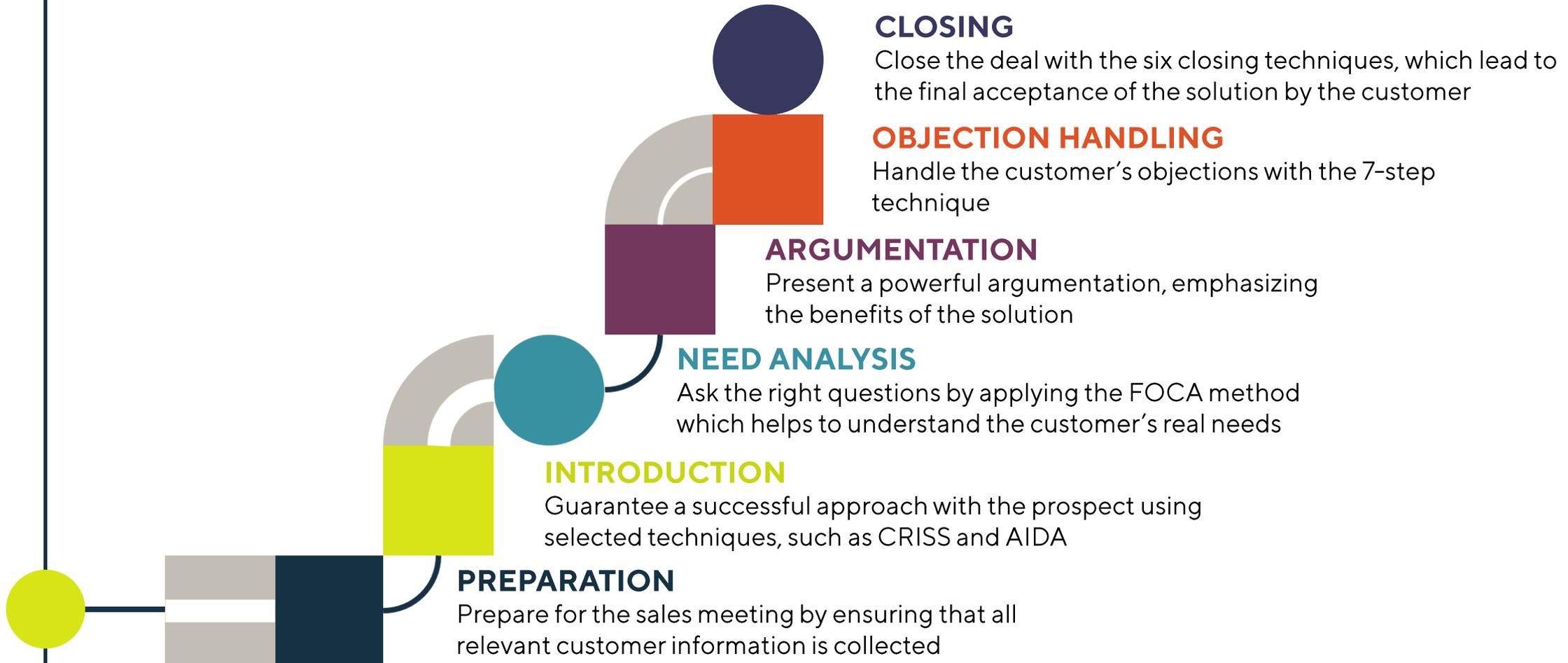
DELIVERY FORMAT

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with a sales representative and their coach. Videos, exercises, questionnaires, downloadable documents, gamified scenarios and open forums to connect with the community. All material is supported on laptops, tablets and smartphones.



PROGRAM OVERVIEW



CONTENT OVERVIEW

1

INTRODUCTION TO COURSE

- Why master Essential Inside Selling skills?

2

PREPARATION

- How to collect information about the prospect

3

FIRST CONTACT

- How to make your LinkedIn profile PRO
- Build a powerful first message
- New contact hunting
- Creating effective posts on social networks

4

FIRST CONVERSATION

- How to connect with the prospect
- Define the target of the call
- How to structure the call

5

APPROACH

- How to approach the prospect: selected techniques

6

DEFINING CUSTOMER'S NEEDS

- Defining needs
- Understanding your customer's needs
- Discover customer's needs with the FOCA question bank
- Need discovery action tips

7

ARGUMENTATION

- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

8

HANDLING OBJECTIONS

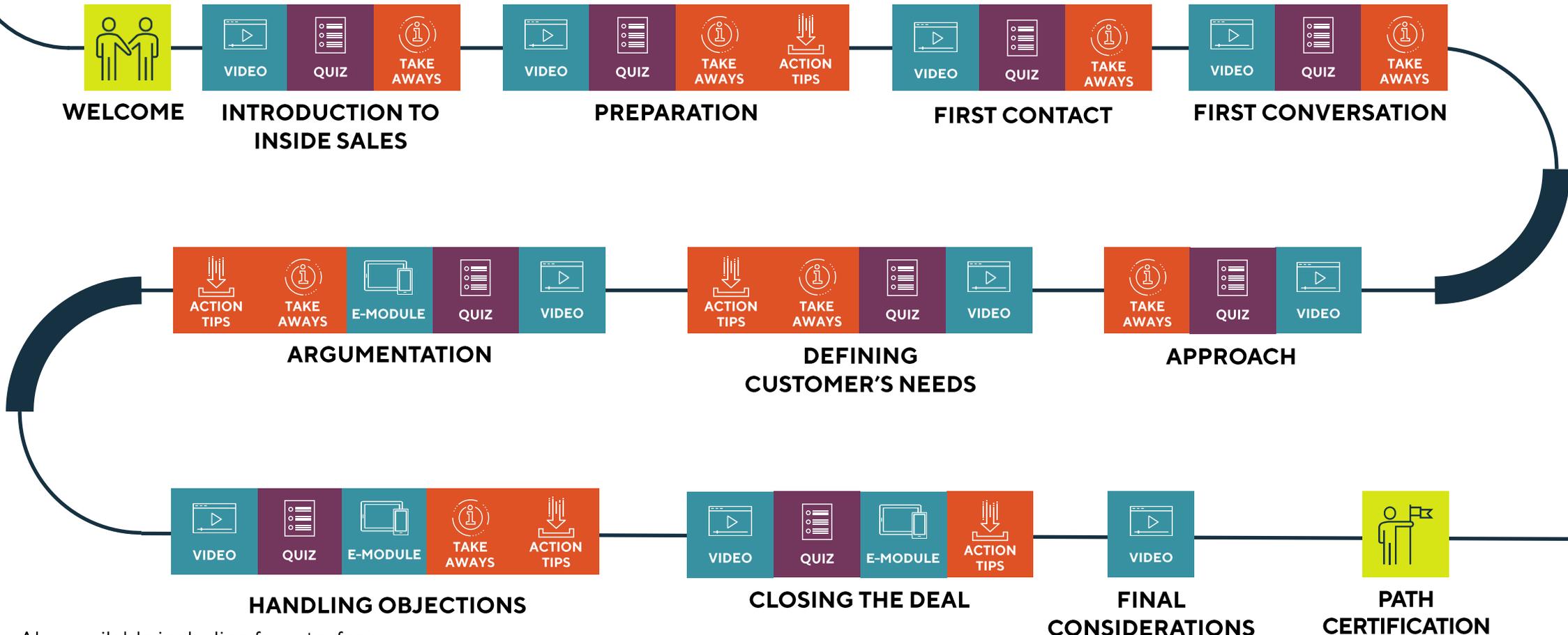
- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips

9

CLOSING THE DEAL

- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes

LEARNING PATH



 Also available including face-to-face or virtual sessions along the path



Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

