

Lynn Page & Associates

We develop people, processes, programmes & learning solutions

Closing a deal with a customer

Selling Skills

Aligned to USID 10047 | Credits 5 | NQF Level 5

Duration: 2 days

Imparting the necessary skills in order to make an effective sale, including closing the deal. Selling Skills covers the 7 selling steps in order to close a deal with a customer.

The 7 selling skills steps include:

1: Plan

- ◆ Define and compare different aspects of product or service
- ◆ Product, service and client information is established in relation to selling the product or service

2: Meet and Greet

- ◆ Engage in sustained oral communication and evaluate spoken texts / signed text

3: Qualifying the Customer's needs

- ◆ Techniques are incorporated and applied that identify and qualify the customers and their needs

4: Presentation and Demonstration

- ◆ Use strategies to be an effective speaker in sustained oral interactions
- ◆ Analyse own responses to spoken texts and adjust as required

5: Overcoming Objections

- ◆ Evaluate spoken discourse
- ◆ Techniques are incorporated in relation to listening, observation and questioning in relation to closing the deal
- ◆ Techniques are incorporated and applied that allow for the handling of objections by the customer.

6: Closing the sale / deal

- ◆ in terms of confirmation of commitment or decision to purchase is demonstrated

7: Follow Up

- ◆ Processes for follow-up with customers are applied in terms of monitoring the fulfilment of the deal



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