

MANAGEMENT DEVELOPMENT PROGRAMMES

SALES

Course Title	: THE CLIENT MEETING – FACE TO FACE SELLING
Course Code	: Sales: TCM-F2FS
Course Overview	: Securing business is most successfully achieved when the salesperson has the opportunity to meet the client face-to-face. Therefore, maximising the potential of the meeting is crucial in developing trust, building rapport and ultimately influencing long-term partnering relationships. The sales professional needs to be well informed and be able to take control of the meeting in order to guide the client through a process that thoroughly investigates needs and makes your case with impact.
Target Audience	: Sales professionals who attend client meetings in order to gain new business or develop existing accounts.
Selected Session Topics	: <ul style="list-style-type: none"> - Preparing for the meeting <ul style="list-style-type: none"> • Research techniques • Conducting a PESTLE and SWOT analysis • Understanding the client's organisation - Structuring the meeting <ul style="list-style-type: none"> • Communication styles – the importance of non-verbal techniques in developing rapport • Questioning techniques in order to fully ascertain needs • A four part structure that sets the agenda for the meeting and maximises the opportunity for selling • Demonstrating capability through effective use of features and benefits • Closing the meeting and agreeing the next stage of the process - Dealing with resistance <ul style="list-style-type: none"> • What objections exist in reality and how to manage objections to your product or service • Recognising the difference between priorities and preferences, and how you can make clients more flexible in order to manage expectations and make the delivery agenda more realistic • Setting key delivery objectives with the client by using SMART objectives
Key Take-Away	: <ul style="list-style-type: none"> - Learn the importance of preparation – factors to consider before the meeting. - Learn how to make an impact in the meeting – the importance of building rapport. - Learn how non-verbal communication influences the meeting. - Learn how to overcome objections and deal with resistance. - Learn how to gain commitment and make the move to the next stage.

