

Progressions Inc.

Sales Training & Consulting



Selling Skills

I am often asked for coaching or mentoring topics with regards to selling skills. Hope this list is helpful. Remember as a coach your role is to demonstrate, evaluate, encourage practice through role-plays and recognize. Any of the topics below would make for a great Sales Meeting topic too.

- Qualifying needs
- Asking for referrals
- Selling multiple sales to individuals or companies
- Calling inactive accounts
- Upgrading accounts
- Conversions
- Using probing questions to identify customer needs and problems
- Presentation skills, features benefits and proof
- Quantifying benefits
- Answering objections
- Shortening the sales cycle
- Identifying the decision makers and influencers
- Handling price increases
- Resolving conflict
- Handling complaints
- Handling each call.

- Closing
- Using sales aids
- Written and verbal presentation skills

Happy Sales to you.....

Lynn Giuliani