

Course Overview

The Australian Fenestration Training Institute (AFTI) **Sales Skills Workshop** is a two part interactive course that will give participants the confidence and knowledge to identify and plan sales prospecting activities to build client relationships and business networks.

Developed and presented by David Esler, who has a long history with the window and door industry in sales and management, this course is presented over two days with students able to do either a single day or both days.

The experience from these practical activities will enable participants to apply these skills back in their work environment.

Each of the day courses has assessments that are to be completed and returned for assessment.

Students who successfully complete the course assessments for Closing Sales using Relationship and Networks will be eligible for a Statement of Attainment for the Unit of Competency BSBREL402A Build client relationships and business networks.

Learning Outcomes and Objectives

At the end of the Sales Skills Workshop participants will be able to:

Sales prospecting - an art or a science?

- Evaluate primary and secondary methods of prospecting and determine the most appropriate method to use.
- Differentiate between a sales lead and a qualified prospect through understanding the characteristics of each.
- Research and establish a criterion for recording prospect information to qualify sales leads.
- Develop research methods for use during the prospecting and qualification phase.
- Establish individual sales goals and objectives including the development of an individual sales plan designed to assist with achieving overall goals and targets.
- Develop a system to collect, record and organise information associated with the sales process including the use of available technology.
- Develop time management skills and methodology.

Closing sales using relationships and networks

- Identify preferred methods and styles of communicating with clients.
- Demonstrate the development of rapport with clients using both verbal and non-verbal communication processes.
- Apply knowledge of questioning methods to verify customer needs, preferences and expectations while promoting a two way communication dialogue.
- Develop an understanding of why body language plays such an important part of the overall communication process.
- Demonstrate methods to gain customer engagement.
- Identify and respond to barriers to effective communication.
- Demonstrate closing the sale with a compelling offer that can't be refused and overcoming objections during this process.
- Establish client relationship management strategies including building client loyalty, sustainable business partnerships and client service standards.
- Develop strategies that obtain feedback from clients, analyse the results and implement recommendations from the findings to improve client relationships.
- Establish business associations and professional networks to provide communication channels for exchanging information and ideas.