

Yejj Successful Selling Training Courses

Increase the effectiveness of your sales team when they attend a Yejj eAcademy Successful Selling Course.

Yejj eAcademy offers hands-on, results-based sales seminars and training programs in key sales techniques for all types of sales situations.

We offer two focused courses, both based around core sales skills;

1. The Essentials of Successful Selling course will provide your direct sales teams with the methods, strategies and support they need to create a long-lasting and effective skills base, leading to more successful results.

This 16 hour, 2 day seminar provides the essential understanding and practice of effective selling in all direct sales and key accounts environments.



2. The Successful Customer Service Skills course ensures your customer service and retail sales staff have all the skills needed to ensure maximized customer satisfaction and maximized revenue for the company.

This 2 day, 16 hour course builds confidence in your customer care team to ensure they are client focused and able to deliver the service you require. The result; a happy customer who is willing to purchase more over a long period of time and recommend your company to others.



Tailored to your needs.

Our courses can be tailored to suit the individual needs of your business. With this in mind, we work your client management team to understand your unique situation and fundamental needs before tailoring the sales seminars to your requirements. This way you have more focused and effective results.

Courses are held in the comfortable surroundings at Yejj eAcademy, in a hotel conference room or at your premises.

Course details.

Courses provide lively, enjoyable and interactive sessions including theory and practical issues applied to real situations. Participants will be actively involved in learning the fundamental points of selling, using role play, multi-media and other resources to reinforce what they are learning. Successful participants receive a certificate.

Sales trainers.

Yejj eAcademy senior sales trainers have over 20 years experience and knowledge in sales and sales management in a variety of industries.

Other sales courses.

Further advance seminars are available upon request.

**Essentials of Successful Selling.
Course Outlines*.**

Core Skills

1. Introduction

- a. introductions
- b. understanding the difference between sales, and marketing
- c. motivations for selling
- d. selling situations
- e. thinking customer centred & customer service
- f. results based success

2. Communication

- a. what is communication
- b. types of communication
- c. presentation of ourselves
- d. body language
- e. listening
- f. asking questions
- g. see, hear, see. getting the message across

3. Sales

- a. why do people buy
- b. identifying the decision maker
- c. understanding the customer's need
- d. think win-win, build the relationship
- e. value and not price is the answer
- f. features and benefits
- g. 7 steps to successful selling
- h. what is an objection
- i. asking back
- j. using tools correctly
- k. tying up the agreement
- l. follow up

4. Character

- a. motivations for selling
- b. integrity
- c. initiative
- d. maturity
- e. confidence
- f. abundance
- g. self supervision
- h. believing in your success

5. Effective use of time

- a. 4 generations of time management
- b. important verses immediate
- c. planning
- d. filling the pipeline
- e. being effective
- f. using systems
- g. using different resources
- h. recording accurately

6. Success!

7. Recap

Cost. \$199.00 per person inclusive of course materials and refreshments.

(lunches during full day seminars are available at extra cost if required)

* a selection of the above are used in each course.

