



# **Eat the Elephant** **'Helping people achieve the objective'**

## **Essential Management Development skills**

### **Sales techniques for the selling game**

#### **Who is it for ?**

A workshop aimed at managers and their team members who are tasked with understanding and developing sales techniques that win business and meet performance targets.

#### **What is it about and what will it do ?**

Develop sales people to take a wider and more strategic view of the sales process, where the need to balance their own needs with those of the client are vital.

#### **Typical Objectives**

To enable sales people to practically influence existing and potential clients into making a positive buying decision.  
Understanding that telling is not selling

#### **Indicative Outline Content**

- **What is selling and what it is not – key success factors**
- **What are effective sales people, and what do they have in common**
- **Enhancing self awareness in terms of sales style, and its impact on clients – sales agility**
- **Learning how to speed read people and then to flex style appropriately**
- **Barriers**
- **Types of selling**
- **Buyer strategies, Language to use**
- **The 5 step sales process**
- **Objection handling and final objection handling**
- **Exercises**

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