

Sales-training



SELLING SUCCESSFULLY!

But how? By consistently training all activities relevant for success in sales. You will develop personal composure during every phase of a sale – from the very first eye contact, through the close and on to optimal customer care. Using these principles, you will seem more authentic, competent and give the customer the greatest possible security in your relationship management.

Are you prepared to train hard? Do you have the courage to expand your own ability to affect the customer? The above mentioned challenging sales-training will also challenge you and make you a sales-professional. We are looking forward to meeting you!



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Training – focal points

Having the right frame of mind is the most important prerequisite for successful sales. You will fundamentally change your interaction with the customer and thus your effect on them. Every customer immediately recognises whether a salesman believes in themselves, in their products and their company and whether they are looking for a long-term investment or just a quick sale. If a salesman can use the right attitude and convincing behaviour to positively affect a customer, resulting in a further recommendation, then the foundations for success will have been laid.



Self-motivation needs mental strength

- ↻ Mental strength – believe in your targets
- ↻ Fundamental attitude towards myself, my customers and my job as a salesman
- ↻ Staying confident during difficult situations

Being convincing with enthusiasm

- ↻ Studying the relevant elements to successfully affect customers
- ↻ How can I “enthuse” my customers?
- ↻ How can I leave a lasting impression on my customers?
- ↻ Optimise telephone calls and presentations for better results

Negotiation skills

- ↻ Strong and convincing negotiations
- ↻ Successfully leading the price negotiation and closing the sale
- ↻ Selling benefits according to the customer’s motives
- ↻ Mastering confrontations and complaints

Training dates

The training lasts for six days, with intervals of a month between training days. You can find the training dates on our website at www.comforce-ctc.com using the link “Dates”.

Comforce develops tailor-made concepts and trainings for major corporations and SME. We are happy to answer any questions at a personal appointment, should you request one.

Investments

For a six day interval-training you invest CHF 4'200.- per person, incl. documents, lunch and refreshments during the breaks (non-alcoholic beverages), plus VAT (MwSt).