

OUTLINE PROGRAMME

Face to Face Selling

- 1 Understanding People**
 - a. Maslow's Hierarchy of Needs
 - b. Understanding the theory
 - c. Understanding body language
 - d. Negative body language
 - e. Positive body language
 - f. Selling by gender
- 2 Communication**
- 3 The buying Process**
 - a. Understanding needs and wants
 - b. Finding information
 - c. Why do people buy?
- 4 Tips on Selling**
 - a. What am I selling?
 - b. Why do people want it?
 - c. Product knowledge
 - d. Holding the queue
- 5 Myths about Selling**
- 6 Customer Care**
 - a. Who are my customers?
 - b. Why do they matter?
 - c. Selling with service
 - d. Hygiene and displaying your goods
- 7 Questioning Techniques**
- 8 Attracting the Crowd!**
- 9 Dealing with Problems**
 - a. Detecting a lost sale
 - b. Turning round a loss
 - c. Gaining the sale
 - d. Addressing resistance
 - e. Coping with difficult people
- 10 Closing the Sale**
 - a. Winning techniques
 - b. Types of closure
 - c. Strategies
- 11 The Most Idiotic Sales Techniques**
- 12 Selling and the Law**
 - a. Fair trading
 - b. Trading Standards
 - c. Customer complaints
 - d. Data Protection Act



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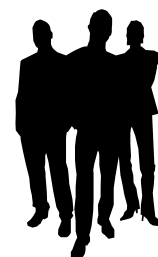
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