



# Direct Selling Basic Skills Workshop

The essential skills needed to effectively sell yourself, your company, or your product/services are essential to your professional success. This workshop covers the basic skills a novice salesperson needs to achieve competence, and is an excellent review for more experienced sales executives.

## Workshop Description

Our focus in this workshop is on skills needed to sell effectively in the 21st Century. Today's selling environment is highly competitive, technologically advanced, and incredibly complex. Navigating this maze requires a new set of skills, a solid grounding in the basics, and a focus on the customer. Yesterday's techniques have outlived their usefulness.

Professional salespeople have learned in the "School of Hard Knocks" how to meet today's realities. They've mastered the basics and they make it all look easy. In this seminar, you will learn from them how to sell more effectively, and more simply. In this workshop, you will learn:

- Selecting your Target Customer
- Prospecting & Qualifying
- Understanding your Buyer and their Needs
- Artful Questioning & Active Listening
- Selling Value
- Handling Objections
- Closing the Deal

In short, you will learn skills you can apply to acquire new business today !

## Workshop Objectives

- To Sell like a Professional without all the Effort
- To achieve Results in less time
- To Understand the Optimum Process
- To focus on Results
- To Enjoy your Success