

## THIS HIGHLY INTERACTIVE PROGRAMME CONSOLIDATES FUNDAMENTAL SALES SKILLS AND TAKES THESE TO A NEW LEVEL.



### ADVANCED RADIO SALES

This intermediate course is aimed at radio sales executives with experience. Delegates will have proven ability to complete sales and deal with common objections.

This highly interactive programme consolidates fundamental sales skills and takes these to a new level by incorporating new ideas and techniques and developing persuasive skills and overall sales attitude.

The course is highly practical and provides you with an opportunity to refresh existing sales structure relative to your stations proposition and build on this, exploring areas that may need further improvement.

This programme also demonstrates how sales people can increase their sales by tapping into simple and effective strategies for increasing customer agreement. Using the highly regarded work of Professor Robert Cialdini, this course will show delegates how to use the Six Tools of

Compliance effortlessly and ethically to increase their influence.

The programme will help delegates to grow in confidence and empower them with extra knowledge and skills that will allow them to grow your accounts and to conclude larger deals.

#### BY THE END OF THE COURSE DELEGATES WILL BE ABLE TO:

- Refresh and strengthen fundamental sales techniques
- Overcome more objections more satisfactorily
- Sell to a range of buyers with different personalities
- "Think out of the box" - providing you with a wider range of potential opportunities and sources of revenue

- Develop closing skills so that they may close frequently, professionally and with confidence
- Utilise advanced sales skills in order to build successful long-term partnerships with customers

#### CONTENT INCLUDES:

- Building on the Creative Led Sell
- Advanced questioning techniques
- Linear probing
- Active listening
- Funnelling customer questions
- Developing active listening
- Managing client needs and expectations
- Matching and mirroring for rapport
- Using Cialdini's six tools of influence
- Liking
- Reciprocation
- Social Proof
- Authority
- Scarcity
- Commitment and consistency
- Understanding customer personalities
- Utilising personality styles for persuasion
- Selling to different personality types
- Developing key accounts
- Prioritising big ticket sales
- Maximising your personal communication style
- Action planning