

THIS IS A HIGHLY INTERACTIVE PROGRAMME WHERE PARTICIPANTS ARE CHALLENGED THROUGH DISCUSSION, EXERCISES, QUIZZES AND ROLE PLAYS.



PROFESSIONAL SELLING IN RADIO SALES

A ONE DAY SALES MASTERCLASS

This powerful one day sales programme equips radio sales people with the tools to confidently and proactively sell radio advertising and promotions to agencies and clients. It is designed for sales people in their first year of radio sales and covers the basic skills needed to be an effective influencer at this level.

Designed around tried and tested sales techniques, this course promises to build confidence in the less experienced sales executives and support them to achieve sales success.

This is a highly interactive programme where participants are challenged through discussion, exercises, quizzes and role plays. In the programme they will examine

their own strengths and weaknesses as persuaders and develop new skills to optimise and maximise their relationships with customers.

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

- Understand the principles of Professional Selling
- Examine personal strengths and weaknesses in selling
- Know how to structure successful sales
- Practice and build on core sales skills rapport with agencies and clients

CONTENT INCLUDES:

- Introductions and objectives
- What is Professional Selling?
- Understanding why people buy
- Preparing to call
- Getting to the right person
- The structure of a sale
- Questioning techniques
- Active listening skills
- Objection handling
- Benefit selling using FAB's
- The 'Agreement Staircase'
- Buying signals
- Closing skills
- Selling-up schedules
- Adding Digital platforms
- Building rapport with agencies
- Creating a competitive advantage
- Developing a winning attitude
- Role-play and analysis
- Action planning