

IFF CV 21 BIS / EN

DIALOGUE AND SALES TECHNIQUES



TARGET AUDIENCE

- Sales employees
- Employees in stopover missions in stations
- Station supervisors and stopovers for their skills development to manage their team



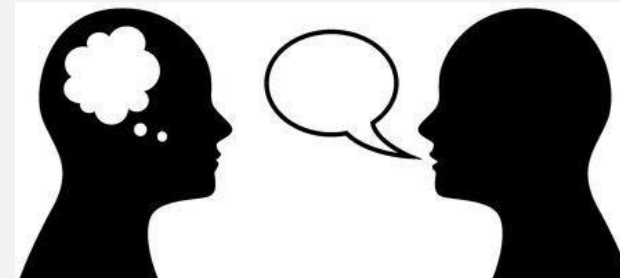
GOALS

- Distinguish between the challenges of customer relations and dialogue sales
- List the main stages of the sales dialogue
- Identify customer needs and expectations
- Use the sales techniques corresponding to each step of a pro active dialogue
- Appropriate the principles of the New Customer Relationship
- Practice the proactive sales dialogue and sales techniques



PREREQUISITES

Have had training, or have held a position in relation to customers.



PROGRAM

- Understanding the evolution of customer purchasing behavior
- The different types of customers
- The place of sales in marketing
- Identification of customer needs and expectations by: Listening - Questioning - Reformulation
- Proposal of products and services and argue
- Handling of objections
- Presentation and explanation of the 3 dimensions as well as the 5 attitudes of service



EDUCATIONAL MODALITIES

Participatory methods, interrogative expositive, role plays, sub-group work and testimonials.



DURATION: 2 Days

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **No**