



Mercuri International

# ESSENTIAL SELLING SKILLS



# PROGRAM OVERVIEW

## Mercuri International ESSENTIAL SELLING SKILLS

This is a program to brush up the salesperson's essential selling skills, which are always the base of any successful sales conversation. Following this path, the participants can discover all the steps of the sales process and get useful tips on how to apply relevant selling techniques.

### AUDIENCE

All sales professionals who want to improve their sales performance.

### DURATION

Digital content: **4 hours 30 min**

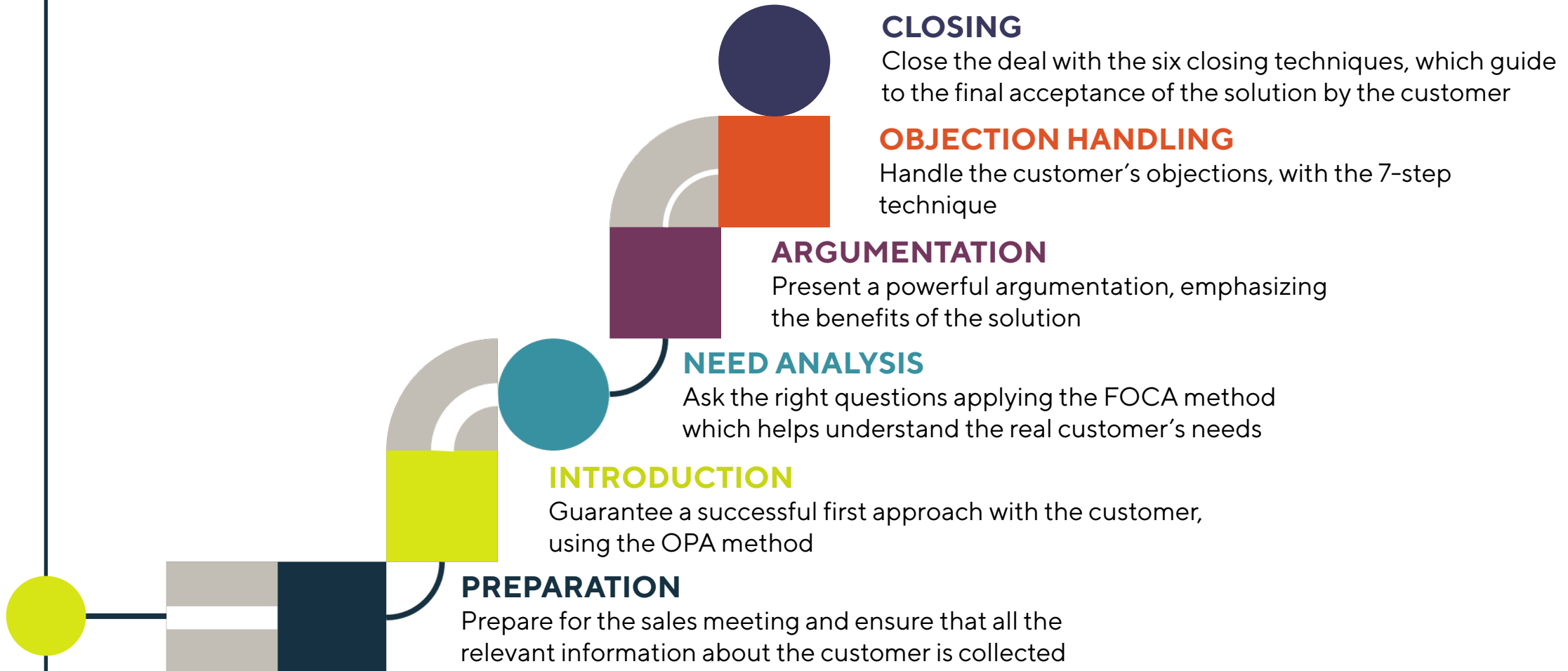
### DELIVERY FORMAT

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with a sales representative and his coach. Videos, exercises, questionnaires, downloadable documents, gamified scenario and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.



# PROGRAM OVERVIEW



# CONTENT OVERVIEW

1

## INTRODUCTION TO THE DAPA SALES METHOD

- What does selling mean?
- What is DAPA?

2

## PREPARATION

- How to collect information
- How to connect with the customer
- Define the target of the meeting
- How to structure the meeting

3

## APPROACH

- How to approach the customer
- What is OPA?

4

## DEFINING YOUR CUSTOMER'S NEEDS

- Defining needs
- Understanding your customer's needs
- Discover customer's needs with the DA-PA question bank
- Need discovery action tips

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## ARGUMENTATION

- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

6

## HANDLING OBJECTIONS

- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips

7

## CLOSING THE DEAL

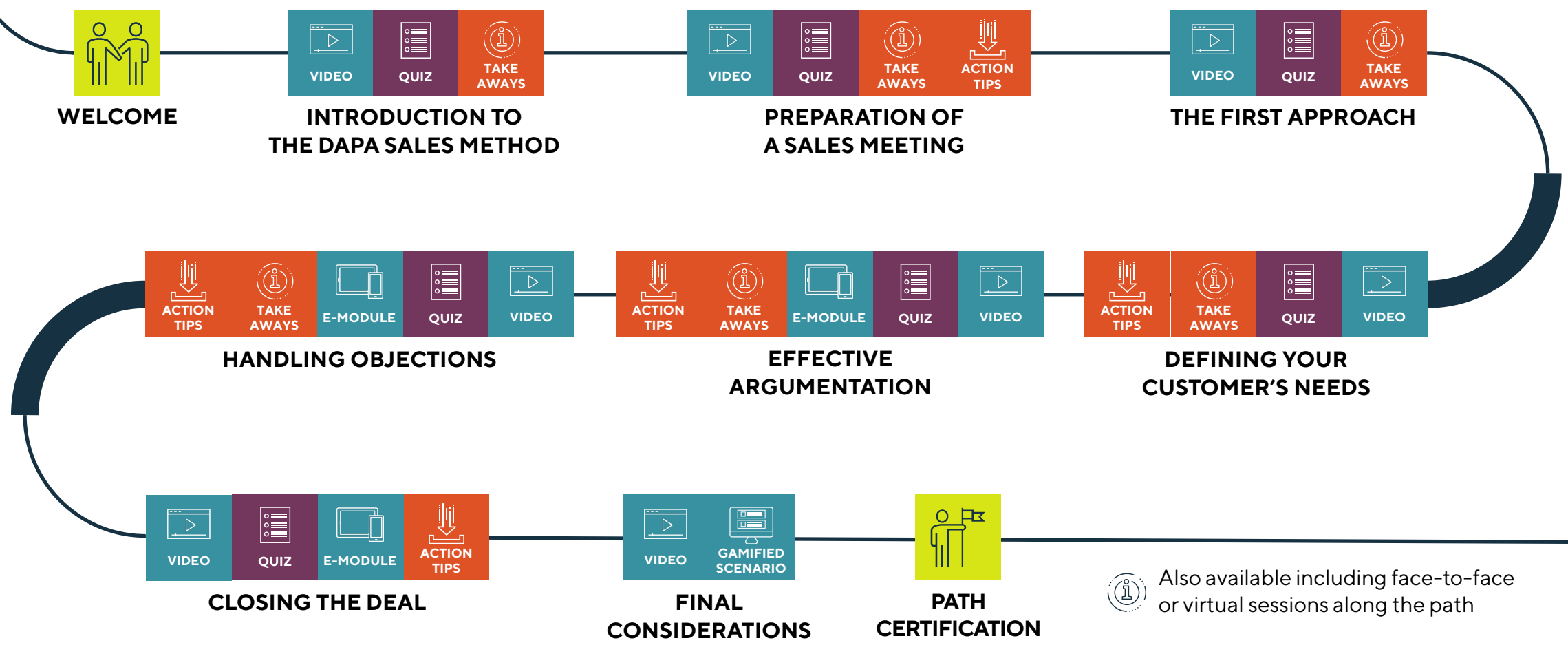
- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes


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## FINAL CONSIDERATIONS

- TIME TO PRACTICE WITH A GAMIFIED SCENARIO

# LEARNING PATH



 Also available including face-to-face or virtual sessions along the path



Mercuri International

GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

