



# Essential selling skills

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Mercuri International

# Program overview

## Essential selling skills

This is a program to brush up the essential selling skills of a salesperson, which are always the basis of any successful sales conversation. Following this path, you can discover all the steps of the sales process and gain useful insights 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 their coach. Videos, exercises, questionnaires, downloadable documents, gamified scenarios and open forums to connect with the community. All materials are compatible with laptops, tablets, and smartphones

# Program overview

## 1. **Preparation**

Prepare for the sales meeting by ensuring that all relevant customer information is collected

## 2. **Approach**

Guarantee a successful approach with the prospect using selected techniques, such as CRISS and AIDA

## 3. **Need analysis**

Ask the right questions by applying the FOCA method which helps understand the customer's real needs

## 4. **Argumentation**

Present a powerful argumentation, emphasizing the benefits of the solution

## 5. **Objection handling**

Handle the customer's objections with the 7-step technique

## 6. **Closing**

Close the deal with the six closing techniques, which lead to the final acceptance of the solution by the customer

# 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

5

## 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

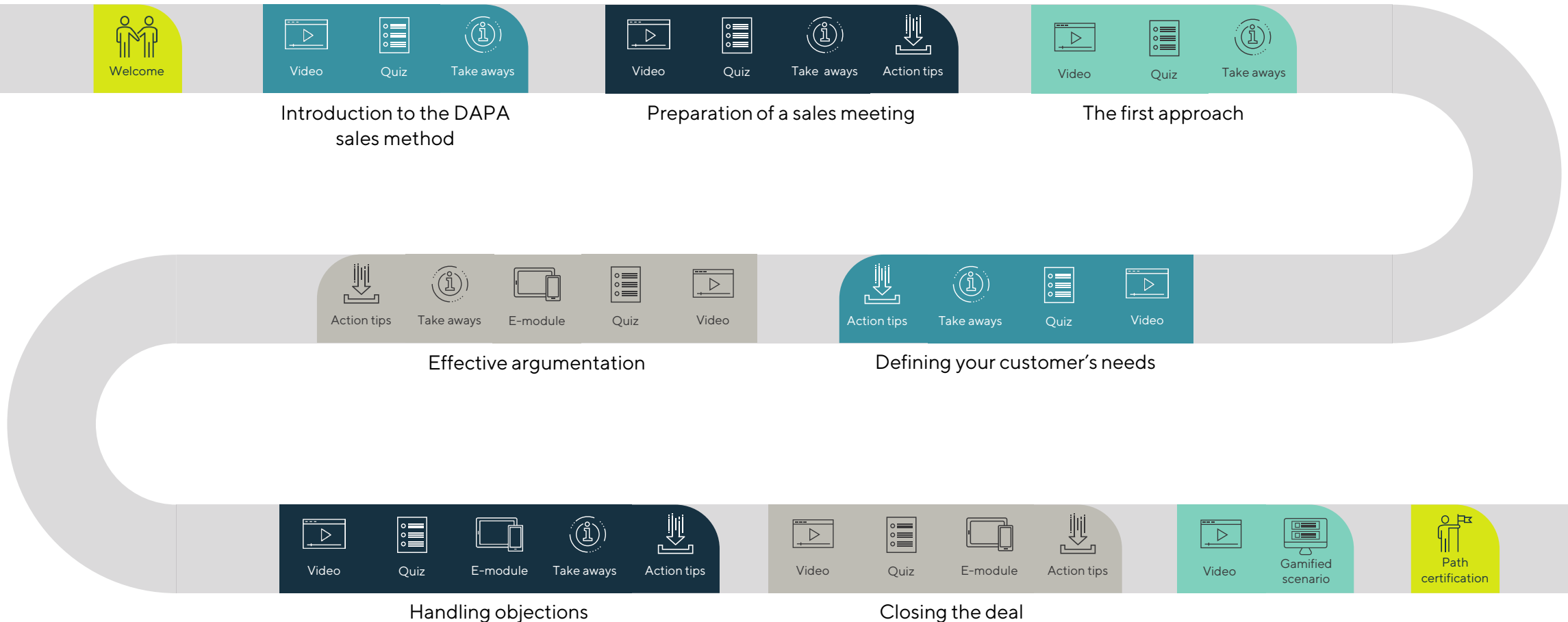
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## Final considerations

- Time to practice with a gamified scenario

# Learning path

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





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Grow your people  
Grow your business

