



**RIVERRHEE**  
CONSULTING

## **The First Steps in Selling**

Course outline

### **Audience**

Business developers and scientists responsible for negotiating sales for their company's products and services with new and existing clients – with little or no formal training in selling.

### **Duration**

One day

### **Objectives**

The course will equip participants with the essential skills and confidence for achieving a diagnostic approach to sales.

### **Content**

Diagnostic selling is a proven holistic approach to sales that focuses on understanding your client's requirements and how best to address them. The approach aims to build a strong and lasting relationship between supplier and customer, founded on mutual trust and understanding.

The course covers:

- What is the diagnostic approach to sales?
- The world in which we sell
- The Decision Challenge
- The Psychology of Change
- Diagnosis of need and determining the 'Cost of the Problem'
- Communication skills - Listening deeply, affecting change
- Design and delivery of your solution
- Handling the competition
- Closing the sale

The course is highly interactive and will involve discussion, individual and group exercises.

### **Availability and cost**

Please get in touch with the training provider at [info@riverrhee.com](mailto:info@riverrhee.com), tel +44 (0) 7876 130 817

