

Buying Facilitation

A Program on Selling Skills

Duration: 24 hours (3 man days)

Batch Size: 16 – 18 participants

Level: Front line sales personnel

Overview: Consultative selling and encouraging the buyer to decide in favour of a brand is the hall mark of this program. The focus is less on hard skills and more on customer interaction. Concern for the product, Concern for the Customer, and the Concern for the Organisation will be the three pillars of this approach.

Program Focus

- “You” and then “me”
- Consumer Behaviour and Interaction
- Selling skills

DNA: *Facilitating Buying vs. hard Selling*

