

# STRATEGIES TO OPEN THE SALES CALL



## Key Coaching Topics

### An introduction to the art of selling.

- Understand your basic job purpose
- Identify major sales activities to perform
- Understand the TASK of sales person

### Attitude and Mannerism while dealing with Customers / clients

- Appearance and self image
  - Sales Etiquette
- The light of inner motivation and inspiration

### Opening the call / conversation

- Understanding what are Customers/clients needs and wants
  - The art and science of asking Q's
  - Techniques of gaining attention
  - Develop and build long-lasting client relationship thru trust

"I am the world's worst salesman: therefore I must make it easy for people to buy".

F.W.Woolworth

### Venue:

**Kinnesqui** training centre

**Duration: 4 hours**



**Kinnesqui**

Connecting body, mind & soul  
A division of TQMS

## Training Objectives

A power packed program, which will help prospective & enterprising sales professionals to get an opportunity and confidence to sell themselves, their ideas, concepts or potential products and service for which they are getting geared on.

To master crucial step of the sales cycle i.e. advance from pre-sale preparation to opening the sales call.

## Delegates will be able to

- Differentiate between the old mentality of selling and today's most effective relationship-oriented approach
- Assess their strengths and developmental needs
- Feel comfortable and confident in front of customers
- Understand customer's situation and identify selling opportunities

## Contact us at

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