

Essential selling and pricing techniques



Target audience

Internal and external commercial staff, including:

- Telesales
- External sales
- Business Development
- Trade counter sales staff
- Technical support

Prerequisite knowledge

- Preferably you will have completed the relevant Essential product courses for items stocked within the branch or company
- You will be required to complete a pre-course evaluation to ensure this is the right course for your requirements

Duration and delivery

- A one day course

Training code: IA50

For further information or registration

- Contact us on 0870 608 8 608 or email us on GB-Industry-Training@gb.schneider-electric.com

Objectives

- Understand the scope of the market available to sell into
- Understand the differing needs of our customers
- Develop the skills to effectively present the products and solutions that are best fit and of most benefit to customers
- Learn how to prepare quotations and position price

Content

- Explanations of the difference between a feature and a benefit
- What is meant by a unique selling point
- The differences between customer types, e.g. Original Equipment Manufacturers (OEM), Contractors, and End Users
- What is meant by customer segments
- Identifying who has decision making capabilities in an organisation
- How to recognise that it is not just the product or the price that is important, but the service and support that is provided and the whole life costs

Training and teaching method

- Presentations, sales scenarios and audience participation