

Improve the conversational selling skills of your teams



Prosell

When performance matters



Why aren't my teams talking to our customers?

If you would like your teams to talk more to your customers, you are not alone. Organisations, in sectors as diverse as professional services, scientific research, banking and retail are keen for their people to have better sales conversations with their customers.

Conversational selling is not just about being friendly, but rather having consistent conversations across teams that deliver specific results, such as increased sales, improved customer experience and better employee engagement.

Conversational selling delivers results

Our tried and tested conversational selling skills training has helped businesses grow their sales, improve the customer experience as well as increase the motivation and engagement of teams.

- ✓ Sales increase of 3-17%
- ✓ Increased Net Promoter Score
- ✓ Improved team motivation and engagement

Tailored to your business

Our conversational selling skills programme is not an off-the shelf solution but is tailored to the needs of your business. We will spend time to get to know your organisation, your culture and your long-term objectives before developing a programme that creates a lasting impact.





Conversational selling. How does it work?

We have developed a four-step approach that is customised to your business to help improve the conversational selling skills of your frontline teams.

1 Connect

Can your frontline staff connect with customers and quickly build rapport?

2 Find Out

Are your teams able to use a conversational approach to discover what the customer is looking for and which of your products or services are most suitable?

3 Match

Do your people have the skills to confidently discuss possible products or services and relate them back to the identified customer needs.

4 Complete

Can your teams complete the transaction efficiently and leave a good impression?

“ Course content was excellent providing great tools for me to use in my workplace.”

Course participant

“ Our trainer made sure the training was relevant and challenging whilst also making it fun. I have so much to take away and benefit me in my role.”

Course participant

“ We have seen teams achieve significant sales growth with double digit growth across a range of products in some exceptional offices.”

Ken Murphy, An Post Retail Performance Manager

If you would like to find out more about conversational selling, call: +44(0)20 8755 5380 or visit www.prosell.com

Prosell is an international company dedicated to improving the performance of sales and customer service teams around the world. With 30 years of experience and over 200 consultants, we can roll out customised classroom training and coaching initiatives, supported by the latest mobile learning technology, in local languages, that deliver lasting, measurable results.

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