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# SELLING SKILLS

**How you sell matters. But how your clients feel when they engage with you matters more.**

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Selling is about understanding customers' needs. It is the art of turning the customer needs into revenue for your organization.

## Overview

This course is designed to provide participants with the techniques and strategies to understand the sales process. These strategies will allow them to overcome daily objections thus close more sales and exceed their targets especially in uncertain times.

## HOW THIS COURSE WORKS

This course will equip participants with a detailed selling process that will take them from looking for a potential lead till they close the deal. They will learn what an effective follow up system looks like in order to maintain a good relationship with the client.

## WHAT YOU WILL LEARN

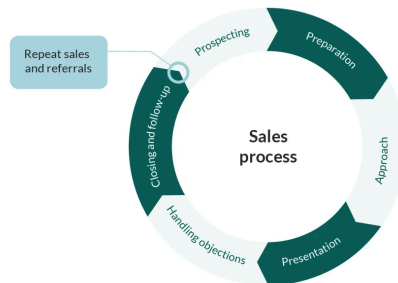
- Understanding your customers
- Defining the needs of your customers
- Reaching out to new customers
- Maintaining a good relationship with your current customers
- Selling in uncertain times

## WHAT YOU WILL RECEIVE

IN THIS COURSE YOU WILL RECEIVE THE FOLLOWING:

- Course Workbook
- Feedback & Action Plan
- RedRock International Certificate of attendance

## COURSE MODEL



## The Experience:

Self Awareness  
Building Relationships  
Planning  
Communication



## Duration

Two days

See our website for more details

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*Believing in People*