



Case Study 12: Sales Skills

A training company approaches Silvercube with a request for actors to support a sales skills programme for a global car manufacturer.

Example: Silvercube actors play the part of customers visiting a car showroom. The salesperson is required to greet the customers and ascertain what they are looking for in their new car. The scenario is stop/started and discussed, with pointers being offered to the salesperson throughout.

The salesperson will increase their chances of getting the sale if they deploy the use of open questions & listening skills, thus gaining the customer's trust.

When the scenario has finished the actors provide emotional and technical feedback to the salesperson, which means they are able to fine tune their sales pitch.

Result: Delegates develop key listening skills and improve their questioning technique, enabling them to gain a full understanding of the customer's needs and requirements. This results in staff being able to make accurate vehicle suggestions to customers, leading to an increase in sales.