

销售技能提升

一、把握客户心理 提高销售业绩（客户心理篇）

课程重点：六大客户常见心理及应对方式

一、 数字好奇

1. 什么是数字好奇
2. 数字好奇的妙用

二、 成交安全

1. 什么是成交安全
2. 成交安全的三大问题
3. 成交安全的策略
4. 服从大众原理
5. 服从权威原理

三、 爱占便宜

1. 客户都爱占便宜？
2. 爱占便宜的妙用

四、 渴望尊重

1. 客户渴望被尊重！
2. 渴望尊重的妙用

五、 顾全形象

1. 什么是顾全形象
2. 顾全形象的妙用

六、 个人偏好

第二讲、销售 **FAB** 解析（销售技巧篇）

一、FAB 是什么

二、FAB 的使用

三、FAB 的好处

四、FAB 的重要性

五、如何寻找产品的 FAB

六、产品 FAB 汇总

七、FAB 前提——需求

八、如何发掘客户的需求点？

九、抓住说 FAB 的时机

第三讲、攻心销售（销售激励技巧篇）

前言：攻己之心、攻敌之心，知己之心，知彼之心，百销而不殆。

七心销售法，六个小心，一个大心。

1、企图心

企图心是想要？要还是一定要，一个要结果的人会立即采取行动！

怎么表达你的企图心，企图心一定要有，但一定要学会方法。

2、相信自我能力之心

3、相信客户相信自己之心

通过语言沟通让客户相信自己，只有沟通才能建立信任，说话和沟通的目的让受者采取行动，按照你的意愿去做。

如何与客户沟通：

问：与客户沟通的关键

（1）问简单的问题（客户都是被自己所说服，找到他的核心价值观，用价值观撬动他。）

（2）问二选一的问题。

（3）问封闭式问题。（让客户舒服大于对错。）

听：倾听的秘诀

说：说话的技巧

（1）给客户明确的指令

（2）不说太多废话（当客户决定买，你就闭嘴服务从下一次开始。）

4、相信自己公司的产品之心

销售的第一个心态：交换心理（员工所有问题在于认为产品不值。）

相信产品之心的核心：拼命重复成功案例。

5、相信客户现在就购买之心

化解客户障碍

质量！——代表客户想要承诺（保证）。

服务！——代表客户想知道能提供什么服务。你们都有什么服务？——你要什么特殊服务？——给他量身定做服务。

我们永远不能回答客户所有问题，我们永远可以反问客户问题。

6、相信客户购买、使用产品之后对自己的感谢之心

最后一个心就是用心

什么是销售冠军？销售冠军就是 1% 的专业知识加上 99% 的责任心

Sales skills upgrading

First, the grasp of customer psychology to improve sales performance (Customer Psychology)

Course focus: six major customers common psychological and coping style

Digital curiosity

What is the number of curiosity

We use digital curiosity

Two, transaction security

What is the transaction security

Three - the transaction security problem

The transaction security strategy

We obey the principle of mass

The principle of authority

Three, love to take advantage of

The customers love the advantage?

I love to take advantage of the magical effect

Four, eager to respect

The customer wants to be respected!

The desire to honor the magical

Five, taking the image

What is the image of civility

I had the image of refinement

Six, personal preference

Second speaking, sales FAB analysis (sales skills)

One, FAB is what

Two, the use of FAB

Three, the benefits of FAB

Can let the customer understand the product;

The true feeling to the customer.

The increasing customer's desire to buy, so that customers have in-depth understanding, rapid turnover of products

Four, the importance of FAB

Five, how to find the product of FAB

Six, product FAB summary

Seven, FAB premise - demand

Eight, how to explore the needs of customers?

Nine, to seize the opportunity to say FAB

3, sales (sales incentive skills)

The attack has the heart, beautiful heart, a heart, know the heart of 100 pin without danger.

Seven heart sales law, six care, a big heart.

1, attempt to heart

Ambition is to want? To be sure, a person who wants to result will take action immediately!

How to express your ambition, ambition must have, but must learn how to.

2, believe in the heart of self ability

3, believe that customers believe in their own heart

Communicate by means of language let customers believe in themselves, only communication can build trust, speak and communicate the purpose of let the subject to take action, according to your will to do.

How to communicate with customers:

Q: key to communication with customers

(1) ask simple questions (customers are their persuasion, find his core values, with the value of leveraging him.)

(2) ask two questions.

(3) ask the closed question. (to make the customer feel more comfortable than right or wrong.)

Listen: the secret of listening

Speaking skills.

(1) clear instructions to the customer

(2) do not say too much nonsense (when customers decide to buy, you shut up the service from the next start.)

4, I believe that the heart of the company's products

Sales of the first state of mind: the exchange of Psychology (staff all the problem is that the product is not worth.)

Believe in the heart of the heart of the heart of the product: to repeat the success of the case.

Customers will always buy the results, not to buy the process and ingredients. -- trying to talk about the success of your product.

5, believe that customers are now buying the heart

Resolve customer barriers: it is too expensive - on behalf of the customer suspected of similar products and other places are cheaper.

Quality! - on behalf of the customer wants to promise (guarantee).

Service! - on behalf of the customer wants to know what services can provide. What kind of service do you have? What special service do you want? -- tailor made service to him.

We can never answer all the questions, we can always ask the customer questions.

6, believe that customers buy, use the product after the heart of their own gratitude

The last heart is the heart

What is a sales champion? Sales champion is 1% of the professional knowledge and 99% of the responsibility