

Program Objectives:

Sales Clinics are designed to target specific needs of client's skill gaps or development requirements.

Sales clinics are tailored specifically for the client and may include a single half day session or a course covering a series of topics to increase a sales team effectiveness and results.



Target Audience:

The target audience for sales clinics include direct or inside sales professionals, channel sales managers, pre-sales and technical sales support, project managers and sales and technical managers with customer interfacing responsibilities.

Suggested or possible Sales Clinic topics:

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| ✓ Consultative Selling skills | ✓ Handling or Managing Objections |
| ✓ Uncovering Needs | ✓ Telephone etiquette |
| ✓ Qualifying opportunities | ✓ Relationship Mapping |
| ✓ Selling Value | ✓ Win Planning |
| ✓ Negotiations Skills | ✓ Quota Management |

Learning Approach:

Sales Clinic includes a range of approaches including:



- Formal or informal instruction
- Practical group exercises to build experiential learning
- Role playing and group presentations
- Group interaction and discussion to encourage participation and knowledge/experience sharing.

The clinic is conducted in a standard meeting room with a 'U' shaped table set up or a series of team tables.

Clinic Prerequisites: None

Program Duration: A clinic typically runs from half to one full day.

Location: The clinic may be run on or off site, as required.

Price: Available on request