Program Objectives:

The Sales Training course is designed to provide sales and related support professionals with best practice skills required to effectively execute a sales call and key sales activities with customers.

The course will include a set of skills critical for customer facing sellers in a B2B solutions sales environment.

Target Audience:

The target audience for the Sales Training course should include the key stakeholders and individuals who sell or support your sales teams. They should include key account managers, sales managers, technical support resources/managers, marketing professionals, business development managers, industry and subject matter experts.

Tailor Made Course Outcomes:

- ✓ The structure of a Sales Call.
- ✓ Questioning and Listening skills.
- ✓ Consultative selling techniques – uncovering needs and selling value.

- ✓ Handling and responding to customer's objections.
- ✓ Asking for the order.
- ✓ Negotiation skills

Workshop Approach:

The Sales Training course includes a range of approaches:.

- Formal classroom training to provide insight and skill transfer.
- Practical group exercises to build experiential learning.
- Classroom interaction and discussion to encourage participation and knowledge sharing.
- Role play calls to reinforce the learning. And,
- If appropriate the use of current business opportunities.

Workshop Prerequisites: To be discussed and agreed prior to the workshop.

Program Duration: Two days.

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

Price: Available on request