

Sales Skills Advanced Training - 1 day

Objectives:

The course is designed for senior sales professionals looking to develop successful partnerships with their accounts and intending to building long-term revenue generating relationships.

Prerequisites:

Sales Skills Essentials or equivalent experience

Exercises:

This course is trainer led, involving the exploration of practical and behavioural theories and models in an experiential format. Utilising individual and group activities providing a chance to test and explore a range of subjects in a safe workshop style environment.

Gaining customer commitment

- Building relationships
- Demonstrating the need
- Satisfying the need

Studying the market

- Sales strategies
- Analyzing markets and competitors
- Researching clients

Developing a winning strategy

- Consulting with clients
- Developing solutions

Effectively closing a sale

- Demonstrating the benefits
- Confirming commitment
- Closing the sale and following up