



Workshop Overview

A selling skills course including fundamentals of creating and delivering a value proposition generating a proposal and using 'The 2 Page Plan' for key accounts activity. The session include understanding and using the powerful PROSPER management tool that reinforces best practice for all parts of an effective sales intervention.



Benefits

By attending this workshop, you will gain an introduction to PROSPER the sales management tool and increase your capability in sales researching, qualifying, relationship building and closing.

Outcomes & Content

- ✓ The principles of value-based selling
- ✓ Principles of preparing to sell
- ✓ Use the PROSPER sales management model
- ✓ Practice listening and questioning techniques
- ✓ Review and practise persuasion techniques
- ✓ Understand the principles of effective closing
- ✓ Use Account Management techniques
- ✓ Awareness of non-verbal communication
- ✓ Develop an action plan to apply all the learning



Who should attend ?

This course is suitable for those that are required to go and find new business, account directors, business development executives and client directors who are expected to attend functions and network.

