



## Workshop Overview

This course is designed to equip participants to be able to work in a way defined to deliver sales success. As well as gaining a deeper understanding of the company they represent and the attraction they have for customer, salespeople will be encouraged to target the type of account where they can have the most impact. A sales process is then introduced to ensure that all the 'right things' are done to allow the presentation of a solid business proposition and allowing for long term, mutually beneficial business.



## Benefits

By attending this two-day workshop, you will identify why you are different, and how selling structure adds value, you will be taught how to use stories and facts to bring solutions to life and understand why it is important to drive and support sales with a structured approach.



## Who should attend ?

This is an essential workshop for all those new to sales and those wanting to revise the fundamental principles of good sales behaviour. This course will teach new salespeople the fundamentals of good sales techniques.

## Outcomes & Content

- ✓ What are you selling?
- ✓ Why are we different?
- ✓ What the salesperson adds
- ✓ The power of sales process
- ✓ Customer profiling, Who buys and why?
- ✓ Where do we find them?
- ✓ Researching Prospective accounts
- ✓ Becoming effective and credible
- ✓ Creating a checklist template
- ✓ Establishing the customers' needs
- ✓ Preparing for the call: asking the right questions
- ✓ Focusing on perceived differences
- ✓ Need creation and development

