



Workshop Overview

This two-day course is for new or experienced Account Managers who want to build, sharpen and stretch their sales skills to become as smart and efficient as they can be. The workshop will improve how you sell and help differentiate you against the competition.



Benefits

By attending the two-day advanced account selling workshop, you will be equipped with current best practice, sales tools, techniques and skills. You will also have the opportunity to interact and learn from others and develop practical ways to become highly efficient and improve your performance.

Outcomes & Content

- ✓ Fully understanding customers' needs
- ✓ The art of effective questioning and listening
- ✓ Using anecdotes to bring solutions to life
- ✓ Presenting relevant and compelling information
- ✓ How to differentiate yourself
- ✓ How to differentiate your company
- ✓ Understand your personal negotiation style
- ✓ Use a negotiation planning framework
- ✓ Objections – negative or positive?
- ✓ Practice selling skills using role plays



Who should attend ?

This workshop is for those that are new to sales and want to develop their sales skills for future roles as account directors or client directors.

