



## Workshop Overview

This one-day workshop is for new business field salespeople who need to learn or refresh their understanding of how to be as effective as possible when selling face-to-face with prospects. This is about doing all the right things to influence the prospect in the limited time available in prospect meetings.



## Benefits

By the end of this workshop, you will be more confident in your approach to prospecting, preparing and researching. You will understand elements of the face-to-face sales process and be confident in your ability to close a sale.

## Outcomes & Content

- ✓ The key elements of selling face-to-face
- ✓ Preparing and researching appropriately
- ✓ Professional behaviour at meetings to impress
- ✓ Understanding prospects needs
- ✓ Promoting your solutions
- ✓ Gaining commitment from the prospect
- ✓ Actions to help you apply the concepts



## Who should attend ?

This workshop is appropriate for account management, account support, sales support, new business development executives or any role involved in customer planning and management.

