

SALES EXCELLENCE

All businesses rely on sales of products and or services. It is a special skill that requires a truly clear set of skills, personal qualities, and the right development. From technical acumen of products, services and process to the prospect developing and account retention skills. The way we now buy has dramatically and long lastingly changed, adapting to this is fundamental to an organisation's stability and growth. The Sales excellence programme is designed to give delegates the knowledge and confidence they require to overcome objections, close more sales, and generate new business opportunities. Specific emphasis is placed on developing online face-to-face communication skills, persuasion techniques, and sales negotiation strategies – highly adaptive and effective communication.

The programme is adaptable to meet the unique areas all businesses have; however, the main topics are:

- Develop your clear communication that engage at the right level that reflects your personality your common language ensuring you remain authentic
- Plan, manage, and control the sales process to increase sales effectiveness
- Diagnose and resolve problems that create obstacles to new business opportunities
- Successfully resolve customer objections so they buy from you
- Utilise time-proven sales negotiation techniques and persuasion skills
- Maximize social media selling strategies to increase revenue

LEARNING OBJECTIVES

By the end of this programme delegates will be able to:

- Implement effective strategies for developing new business opportunities
- Incorporate social media marketing best practices to increase sales
- Utilise body language to build trust and rapport online, face-to-face and over the phone
- Design and execute presentations from an 'in the moment' opportunity through to a multi-media sales presentation
- Overcome customer objections using a consultative approach to selling
- Understand the buying process

TRAINING METHODOLOGY

This Sales development programmes is delivered online, in the classroom or through 1-2-1 coaching. Following accepted training methodologies but with the flexibility of group dynamics.

Delegates are provided with a downloadable workbook, support material and 3 months of coaching to support understanding and embedding.

COURSE FEES

The online course £1150.00 per delegate

The classroom programme £952.00 per delegate (min 4 delegates)

Note – when a course is delivered for a sole organisation the programme will be tailored to ensure cultural, functional and process alignment

ORGANISATIONAL IMPACT

- Increased sales revenue growth and client retention
- Greater market penetration and brand awareness
- Develop a company-wide sales culture
- Improved Customer Service
- Increased sales team morale
- Lower sales force turnover

PERSONAL IMPACT

- Greater job satisfaction
- Enhanced communication and negotiation Skills
- Improved job and sales performance
- Opportunity for career advancement
- Improved Time Management Skills
- Increased Income Potential

WHO IS THIS PROGRAMME DESIGNED FOR?

The programme was created for sales and account management professionals. It is not suitable for those looking to build and understanding of selling.

The programme typically enhances performance, satisfaction for the following:

- Corporate Sales
- Field sales and online sales consultants
- Sales Territory Account Representatives
- Sales and Marketing Manager
- Business Development Managers
- Sales and Marketing support Team Members
- Product and technical sales support
- Account managers

PROGRAMME OUTLINE

DAY 1

New Business Development Planning, Preparation, and Execution

- Prospecting is a numbers game, applying a refined approach to this belief
- Best Practices for finding new prospects

- Creating your voice and language, ensuring you remain authentic
- Managing your appointment schedule
- The art of qualifying prospects and developing the ones that will buy – the disqualification process
- Setting business development SMART objectives

DAY 2

Advanced Communication Skills to Increase Sales

- How to make an excellent first impression the value in getting this right
- Overcoming interpersonal communication barriers
- Active listening and questioning skills development
- Ensure you are communicating at the right pace with the right energy
- Strategies to improve telephone communication effectiveness and why using this tool is more effective than online
- Silent messages: Interpreting body language gestures
- How to accurately determine a customer's *Buying process*

DAY 3

Delivering Dynamic Face-to-Face Sales Presentations

- The reasons why customers do not buy
- Developing trust and rapport with any Customer
- Time-proven principles of persuasion
- How to customise a sales presentation to individuals and groups
- Presentation tips and techniques
- Negotiation strategies to overcome a customer's objections and to help them buy from you

DAY 4

Managing Emotions in Sales

- Understanding emotional intelligence
- Power of likability
- Improving money talk – avoiding selling on price only
- Developing Confidence, Authenticity and Likability
- Understanding Reactions under Stress and Conflict
- Best Techniques for Top Sales to Manage Stress
- Setting and Managing Expectations for Consultative Selling
- Emotional Management in Negotiations

DAY 5

Going that extra mile while it adds game changing value

- Cornerstones of superior customer service
- What do your customers expect?
- How to use customer service to increase sales and retain customers
- Creating Customer Service “*touch points*”
- The importance of measuring customer satisfaction
- Service recovery tactics and techniques
- Action planning

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