

€ TRAINING

Seminar: Power Selling





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Introduction:

Achieving outstanding sales results in an increasingly competitive world is a difficult task. Only by establishing a modern sales force management system and by training sales management personnel effectively, can today's firm compete. The Certified Sales Manager course provides frontline sales managers with the knowledge, skills, and tools they need to drive bottom-line performance. It focuses on improving organization and forecasting skills, as well as other technical competencies aimed at guiding salespeople towards higher performance.

Course Objectives:

At the end of this course the participants will be able to:

- Identify the behaviors and skills of a successful sales professional.
- Describe different types of selling models.
- Understand prospecting and be able to conduct a powerful sales call.
- Use a customer-centered selling approach to provide value.
- Choose a closing technique to earn the business.
- Manage the customer relationship on an ongoing basis.
- Develop an action plan to apply new skills

Targeted Audience:

- The course is designed for sales managers and directors who have a desire to increase their team's overall performance, productivity, and profitability. It is also directed towards managers who want to increase the value they deliver to their sales reps and organization. Finally, the course will be a perfect fit for sales professionals new to or considering a move to, a managerial role.

Course Outlines:

Unit 1: Types of Selling:

- Strategic Selling and Buyers Influence
- Planning your Calendar to Achieve Sales Goals and Build a Sales Pipeline
- Retail Face-to-face Selling
- Relationship Consultative Selling
- SPIN Selling: The SPIN Sales Model
- Characteristics of Different Selling Models, Types, and Structures

Unit 2: Relationship Management Partnering with Customers

- Technologies or Methods for Maintaining Customer Information CRM
- Strategies to Maintain Communication with a Customer

- Customer Marketing Pyramid
- Relationship Marketing
- Consultative Selling
- Life Time Value of a Customer LTV
- Conflict Handling

Unit 3: NLP and Emotional Intelligence in Selling:

- What is NLP?
- Implications for Marketers, Sales Advertising People
- Hypnotic Marketing and Hypnotic State Inducing Vocabulary
- Mind Reading