

# € TRAINING

Mastering Sales Excellence



4 - 8 August 2024  
Istanbul (Turkey)  
Sheraton Istanbul Levent



# Mastering Sales Excellence

REF: R2077 DATE: 4 - 8 August 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5300 Euro

## Introduction:

This advanced training program dives deep into the dynamics of effective sales strategies, providing you with a solid foundation to navigate the intricacies of client interactions. Throughout the program, you'll delve into proven techniques to not only engage clients but also adeptly overcome objections and close deals with finesse. By honing these critical skills, you'll not only drive revenue but also establish yourself as a confident and successful sales professional in today's competitive market.

## Program Objectives:

By the end of this program, participants will be able to:

- Develop proficiency in client engagement and relationship-building.
- Master techniques for overcoming objections and closing deals effectively.
- Enhance communication skills to convey product benefits convincingly.
- Learn strategies for strategic account management and business development.
- Understand the sales process and how to navigate each stage successfully.
- Utilize data-driven insights to optimize sales performance and achieve targets.

## Targeted Audience:

- Sales representatives.
- Sales managers.
- Business development professionals.
- Account executives.

## Program Outlines:

### Unit 1.

#### Advanced Communication Skills to Increase Sales:

- Tips for Making a Great First Impression.
- Overcoming Obstacles to Interpersonal Communication.

- Active Questioning and Listening Techniques Developing Techniques to Boost the Efficiency of Telephone Communications.
- Silent signals: Understanding Body Language and Gestures of Customers.
- How can one ascertain a customer's "purchasing style" with accuracy?

## Unit 2.

### Delivering Dynamic Face-to-Face Sales Presentations:

- Top 7 Reasons Why Customers Don't Buy Advice on How to Build Relationships and Trust with Any Customer Time-tested Persuasion Principles.
- How to Tailor a Sales Presentation to Different Groups and Individuals.
- Presentation strategies and tips for PowerPoint.
- Negotiation Techniques to Get Past a Customer's Reluctance and Complete the Sale.

## Unit 3.

### Managing Emotions in Sales:

- Understanding the Power of Likability Emotional Intelligence.
- Enhancing Financial Talk.
- Increasing one's self-assurance, authenticity, and likeability.
- Understanding Reactions under Stress and Conflict: Best Sales Stress Management Techniques.
- Setting and Managing Consultative Selling Expectations Managing Your Emotions During Negotiations.

## Unit 4.

### Going the Extra Mile to Improve Customer Service:

- Building Blocks of Excellent Customer Service.
- What do your clients anticipate?
- How to Increase Sales by Using Customer Service.
- Creating "touch points" for customer service.
- Measurement of Customer Satisfaction and Its Importance.
- Service Recovery Hints, Techniques, and Strategies.

## Unit 5.

### New Business Development Planning, Preparation, and Execution:

- Getting leads is a numbers game.
- Guidelines for Finding New Clients.
- Making an elevator speech and a script for prospecting calls.
- Advice for Organizing Your Schedule.
- The Science of Screening Prospects.
- Setting SMART goals for business development.