

“Approach each customer with the idea of helping him or her to solve a problem or achieve a goal, not a sale – Brian Tracy



Program Objectives

- ❖ Understanding the sales process
- ❖ Learning how to understand your prospects needs
- ❖ Techniques & communication skills of superstar sales people
- ❖ Overcome objections & excuses
- ❖ Get to the close & ask for the business

Learning Modalities

- ❖ Highly Interactive sessions of questions and answers
- ❖ Introduction to various creativity and innovation concepts
- ❖ Pragmatic Case studies from a selection of industries
- ❖ Application of the frameworks and tools

Learning outcomes

- ❖ Structured preparation for sales presentations and calls
- ❖ Skilfully overcome objections in a positive and influential manner
- ❖ Build up credibility and “likeability” from your prospect
- ❖ Elicit your prospects needs and desires
- ❖ Enhance your questioning and listening skills

Who should participate

- ❖ Field salespeople
- ❖ Business to business salespeople
- ❖ Salespeople who have had no formal training on the subject before
- ❖ Salespeople who need a refresher and need to get “back to basics”