

€ TRAINING

Seminar: Certified Sales Professional





Seminar: Certified Sales Professional

Introduction:

The Sales Professional of today is a business person, a negotiator, a coach, a counselor, a friend, a leader, a Key Account manager, a support resource, and, from time to time, still an enforcer. The role is now multi-faceted, complex, and changing all the while. The Sales Professional of today needs great flexibility and a wide range of cubs in the bag.

Course Objectives:

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

- Integrate consultative and value-added selling into their professional practices
- Understand the process and psychology of the sales cycle
- Synchronize their selling cycle to the buying cycle of the customer
- Manage the value of their customers
- Identify the right professional selling behaviors and skills needed to maximize sales performance
- Develop the right personal habits to optimize selling effectiveness
- Apply the different steps of the sales process and identify the need for each step
- Analyze and apply the principles of successful negotiations and handling objections
- Recognize the basics of customer relationships management and influencing outcomes

Targeted Audience:

- Sales and Marketing Staff as well as anyone who needs to sell a commodity or an idea to another person

Course Outlines:

Unit 1: The Changing Business Environment:

- Turbulent Times for Companies
- Evolution of Personal Selling
- Are We Selling Something or Helping the Customer Buy?
- Personal Selling Profile

Unit 2: The Sales Meeting:

- Functions of the Sales Presentation
- Professional Skills
- The ASAP Formula Art, Science, Agility, Performance
- The 7-Step Sales Process
- Overcoming Objections Which Comprise 6 Major Factors:
 - Need
 - Features
 - Company

- Price
- Time
- Competition
- Closing Techniques

Unit 3: Managing the Customer Relationship:

- Service Beliefs and Philosophy
- Basic Attributes of a Positive Attitude
- Value of Your Customer and How You Manage It
- Causes of Customer Attrition
- How to Respond to Different Buyers and Different Personalities