

# € TRAINING

Mastering Sales Excellence



26 - 30 August 2024  
Madrid (Spain)



# Mastering Sales Excellence

REF: R2077 DATE: 26 - 30 August 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

This training program delves into advanced communication and sales strategies, equipping participants with the tools to enhance customer interactions and boost sales performance. It empowers them to manage emotions, deliver dynamic presentations, and improve customer service for sustained business growth. By mastering these techniques, participants will drive sales success and foster lasting client relationships.

## Program Objectives:

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

- Develop advanced communication skills to enhance sales and customer engagement.
- Deliver impactful and persuasive sales presentations tailored to different audiences.
- Manage emotions and stress effectively in sales environments.
- Improve customer service strategies to increase satisfaction and boost sales.
- Plan and execute business development strategies to generate new leads and grow sales.

## 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.
- Techniques for 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.