



# Advanced Sales Technique Course Outline



Duration: 1 Days

### Course Overview and Objectives

This course is designed for people who have attended basic sales training, Senior Sales People, Key Account Managers and Sales Managers.

In this course we presume that the delegates have the basics and are looking to explore a higher range of selling skills. From the Psychology of Selling to world class Negotiation Techniques we will expand your team's skills to convert more sales and develop your margins



*"You Don't Need A Big Close As Many Sales Reps Believe. You Risk Losing Your Customer When You Save All The Good Stuff For The End. Keep The Customer Actively Involved Throughout Your Presentation, and Watch Your Results Improve."*

**– Harvey Mackay**

## Advanced Sales Techniques Outline

### Key Account Sales Strategy

- New business development methods;
- Analytical and questioning skills;
- Business intelligence;
- Customer knowledge;

Managing Key Accounts is not just selling. Sales people have to be good at managing relationships, anticipating future requirements, handling problems and complaints and developing win-win solutions for each customer.

### Delivering Exceptional Customer Service

Good Customer Service is just not enough. In today's competitive market place we need to develop "Raving Fans" to ensure customers come back over and over again, and tell their friends as well.

### The Psychology of Selling

Find out how the customer thinks and feels and you can close more sales

### Selling Quality

We live in a quality driven market. Many salespeople will argue that Price is the only issue that matters but this is simply not true. Selling quality will improve your strike rate and enable you to sell at your premium price.

### Writing a proposal

Your proposal is often the only document that the decision makers see and it has to be good. In this section we will look at how to put the proposal together in a way that is both interesting and informative

### Presenting your proposal

- Persuasion and visual selling tools;
- Customer loyalty strategies;

Your ability to present your ideas to audiences both large and small is your most important skill as a sales person. In this section we will look at presentation skills and provide so hints tricks and techniques that will ensure that your presentation is convincing.

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"The Difference Between A Successful Person And Others Is Not A Lack Of Strength, Not A Lack Of Knowledge, But Rather A Lack Of Will!"

– **Vince Lombardi**

### Time /Area Management

Time is your most important resource. You can have the best product and the best customer base but without time you have nothing. In this section we will look at managing your time and your area to ensure that you get the best out of the time available to you.

### Negotiation Techniques

- What are the various difficult customer types;
- Objection handling skills;
- Coming to agreement methods.

We all have to negotiate every day of our lives. We negotiate with our customers and with our colleagues. We negotiate with our team and with our boss. Negotiation is a vitally important part of our lives and in this section we will look at the 5 Key Principles of negotiating to ensure success in all your negotiating

### Motivating yourself and your team

During any sale it is your attitude that makes the difference. The skills are important but it is your attitude that decides whether to use them. In this section we will develop techniques that will help you control your attitude giving you the best chance to close that sale.