

Advanced Sales Development

Course Overview

This course is designed for the more experienced sales professional who has been involved in sales for some time and is typically working at an Account Management/Commercial level within sales, or alternatively people who are about to embark on a career selling at this more advanced level.

This course will provide all its attendees with a timely reminder/refresher in the basics of selling, followed up with the latest and more advanced sales techniques and disciplines required to be successful at a commercial level. All attendees will learn and apply new and more advanced concepts in sales technique, collaborative problem solving and personal self management.

Overview of Course Content

- Revisiting the fundamental disciplines of selling via the G.U.E.S.T. sales process
- Personality profiling and where you fit in the sales mix
- Time and self management – when you're out there on your own
- Territory management including call cycles and call objectives
- The role of prospecting for NEW business
- Extracting more from less with scripting that works
- Understanding the numbers – conversion rates and what it takes to get them up!
- A fresh look at the art of negotiation and how to play your aces when it counts
- Having an ethical bias in everything you do
- Selling as a long term career - what it takes to be (and remain) number one in the market

Learning Outcomes

As a direct result of attending this course, participants will be able to...

- Increase their current conversion rates by at least another 10%
- Bring clarity, focus and absolute determination to achieving their call objectives – every time
- Plan, prioritise and fully commit to their daily, weekly and monthly sales targets
- Prospect for new business with purpose and discipline.
- More confidently and competently handle those hesitant/difficult customers that used to get away
- Demonstrate value over price at every opportunity
- Role model sales excellence... all the time

Participant Profile

- Anyone involved in negotiating/selling at a commercial, business to business, high volume/high dollar value level
- Sales staff who are ready for, and deserve an opportunity to step up to this more advanced level of selling
- Staff who are newly appointed into account management/sales pep roles
- Experienced staff who need to re-evaluate or fine tune their current sales and service skills
- Business owners/Sales Managers who want to lead from the front
- Sales professionals who have completed *Essential Selling Skills (Stage 1)* and are ready to move up
- Sales professionals who know what to do but are not always doing it and need help getting back on track and re-energised to sell.
- 'Time poor' sellers who know they need to get organised!
- Motivated sales professionals who want to keep up with the latest trends, ideas and sales techniques.

Process

Applying deliberate accelerated learning techniques, all course participants will be actively engaged in syndicate discussion groups, a wide range of sales based exercises, challenges, case studies and be developing their own targeted goals and action plans for on-the-job implementation throughout the two days. This high energy, high impact, professional training experience will challenge attitudes, change behaviours and further focus the learner on a higher level of commercial sales excellence - in all their day to day dealings with their clients.

Duration:

- Two days: 9.00am to 5.00pm.
- Pre-course preparation and post course transfer assignments on the job.
- All course participants are expected to complete approximately 1 hour of homework in the evening of the first day.

Investment:

- \$895.00 + GST
- Includes comprehensive sales folder for future referral and reminders, sales reference cards, additional handouts, lunch and morning teas etc.
- Any travel and accommodation requirements are at client's expense.

Why go with Progress Seminars?

- We have been working with major corporates through to small sole trading entities for over 15 years now. We know our stuff, we know it works and we are passionate about sharing it with our valued clients!
- Our experienced facilitators are simply the best. Their stories, examples and techniques are all based on their own successful sales backgrounds with many years experience in both retail and commercial environments.
- We are behaviourists at heart. Our courses are all designed to create visible CHANGE in people's skills, techniques, attitudes and habitual comforts.
- We do not lecture our attendees. We engage them with relevant examples and scenarios that require active participation throughout their course.
- We pride ourselves on ensuring all attendees go away with useful and usable tools and techniques that will increase their confidence and competence in the work place.
- Wherever possible, Progress Seminars provides ongoing coaching and support programmes to further assist in skill development and long term behaviour change on the job.
- We are very cost effective with a competitive pricing strategy that ensures the highest quality training at affordable prices.
- Our money back guarantee means no change (in behaviour/improvement), then no charge. We always invoice AFTER the course and if you are not completely satisfied with the outcomes as promoted, then simply don't pay the bill – we will not contest it. (This has never happened yet in our 15 years of seminars!).

How to Enrol

For any further enquires or to confirm a place on our next Advanced Sales Development course, please contact us either...

- By phone at (03) 357 4405
- By fax at (03) 357 4403
- By email at jane@progressseminars.co.nz
- Via our website at www.progressseminars.co.nz
- We are happy to arrange for a free, no obligation visit from one of our business consultants to discuss your specific business needs or for further information on a customised / in-company solution for your organisation.