

Advanced Sales training - 2 days

Given these increasingly competitive times, we need to be ahead of the game otherwise we may not be playing the game tomorrow.

This advanced sales training course reviews the developments in selling techniques and provides delegates with options for personal and business improvement.

Advanced Sales Training Course Objectives:-

By the end of this advanced sales training course participants will have created a personal and business development game plan to increase sales.

Advanced Selling Skills Training Course Content

- Back to basics - resume of the do's and don'ts
- Building on the basics by looking at: Business plans and financial performance
- Marketing techniques
- Strategic approaches to sales
- Strategy and tactics in sales
- Direct marketing tools and approaches
- Securing the "in"
- Databases and market intelligence
- Sales support
- Point of sale aids
- Psychology of the buying decision
- Getting to and influencing the decision makers
- Problem solving techniques
- Pressuring for decisions
- Building lasting relationships
- Personal skill assessment
- Action plans (business/personal)