



Building Strategic Partnerships

Duration: 3 Days **Course Code: GBSPE100**

Overview:

The world economy, increasing competition and well-informed customers have changed the role of the salesperson. It's important that salespeople have a comprehensive knowledge of the features and benefits of the products and services they are offering. This training course provides product salespeople with advanced concepts, tools and skills to turn them into service providers and strategic partners, which means they are better able to deal with customers and achieve good results.

Target Audience:

Experienced sales professionals, account managers and sales teams requiring advanced, strategic concepts, skills and tools for working with customers to achieve mutually profitable, sustainable relationships.

Objectives:

- After the workshop, you will be able to:
 - Develop a Territory Assessment Grid to establish the current level of relationship with your customers
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 - Review your current level of service with your customers along with your market position and future plans
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 - Complete a competitive analysis of your own organization and your top competitors to identify your relative strengths and key opportunities and threats
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 - Employ powerful selling skills to explain features and benefits and forestall/handle objections
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Additional Information:

Benefits for the individual: Territory analysis that provides an accurate assessment of relative account value Competitive analysis that targets where and how to focus energies and skills Account reviews that pinpoint key drivers and business needs, and help identify value propositions Spotlighting of profitable customer-revenue opportunities Identification of opportunities for leveraging strategic selling and managing time more effectively
Benefits for the organization: Sales strategies and objectives aligned to customer value and business strategy/objectives Customer base segmented on value, not just account size Disciplined, consistent approach for working with high-value customers Identification and leverage of the organization's competitive strengths Higher productivity and results from sales force

Further Information:

For More information, or to book your course, please call us on 0800/84.009

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