
Improving Sales Skills

Duration: 2 Days Course Code: GSAE100

Overview:

The sales profession is undergoing rapid changes. Customers have more knowledge and competition is growing. This two-day sales training is based on the Sales E.D.G.E. method and provides salespeople with the basic skills required to achieve and surpass their sales targets.

Target Audience:

The target audience for this course includes new sales representatives needing sales basics and seasoned sales veterans needing a sales refresher.

Objectives:

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| ■ After the workshop, you will be able to: | ■ |
| ■ Understand your own personal needs and the personal needs of your customers | ■ Apply a powerful 5-step sales process to maintain and expand your customer base |
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| ■ Gather customer feedback and data in order to understand strengths and area for improvement through the eyes of your customers | ■ Complete a detailed Customer Analysis on high-potential/high-volume customers |
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| ■ Apply the four phases of the EDGE of customer interaction (Establishing, Determining, Guiding, Ensuring) | ■ Complete a Call Planner to help you more effectively plan and structure your next contact with a prospect or customer |
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| ■ Create a personal sales vision that you can use as a touchstone for decision-making and account planning | ■ Apply the Customer Interaction Model to help you understand what the customer is thinking, feeling or focusing on through each phase of the sales call |
| ■ | ■ |
| ■ Access customer motivations in the context of your own organization and develop customer-specific strategies | ■ Improve essential communication skills for the sales professional |
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| ■ Complete a competitive analysis of your own organization and your top competitors to identify your relative strengths and opportunities and threats | ■ Complete a Sales Professional performance contract with your sales manager, including actions you have both agreed to take |
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Prerequisites:

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Follow-on-Courses:

- Building Strategic Partnerships (GBSPE100)
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Additional Information:

The Sales E.D.G.E. course focuses on the following competencies: Communication Skills Territory Planning Account Development Service Interaction Competitive Analysis

Benefits for the individual: More confidence preparing for and conducting sales calls Better communication skills Improved strategies for growing business with existing accounts Improved strategies for attracting new business from high potential accounts Better overall sales results

Benefits for the organization: Greater professionalism of the sales force in interactions with customers A disciplined approach to customer selection, attraction, management, retention and growth Increased customer satisfaction through enhanced customer service Better understanding of the competition and how to succeed against them in the marketplace Better overall sales results

Further Information:

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

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www.globalknowledge.com/en-be/