



Leading EDGE Selling

Duration: 2 Days **Course Code: GSAE100**

Overview:

The two-day Sales E.D.G.E. program has been designed to provide sales professionals with the foundational skills they must possess to meet and beat their sales targets. No matter what product or service your organization provides to your customers, you are facing increased competition. On price. On quality. On availability. On relationships with customers. New sales professionals need the foundational skills to find, develop, service and retain customers for the long term.

Target Audience:

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

Objectives:

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

- There are no prerequisites for this course.
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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 00 20 (0) 2 2269 1982 or 16142

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