



This comprehensive 3-day sales program is designed for new and developing sales people seeking to improve their strike rate and maximise sales opportunities.

Build around the steps of a sale in our award-winning **PREPARED**® sales process and used by major sales organisations around the world in multiple industries this program is the bedrock of a successful sales career. Every workshop is customised to be relevant to the needs, products and services of our clients.



Modules: The **P.R.E.P.A.R.E.D.** Sales Process

- Planning & Prospecting
 - Territory, Account and Appointment Planning
 - Finding new opportunities and meeting decision makers
 - Dealing with early resistance
- Rapport Building
 - The 'Chat Gap', trust and trust building
 - Establishing immediate credibility
 - Recognising and responding to different personalities
- Establishing needs
 - Probing techniques for consultative selling
 - FOCUS and SPIN Questioning
 - Broadening the opportunity
- Presenting your solution
 - Meeting Needs with 'Benefit based Solutions'
 - Use of Sales Aids
 - Making formal sales presentations
- Asking for the Order
 - Trial closing
 - 12 Closing techniques and when to use them
 - Overcoming deliberate Buyers tactics
- Responding to Objections
 - The LIAISE process for Objection handling
 - Negotiating for the win-win outcome
 - Maintaining margin and profit
- Expanding the Opportunity
 - Identifying Cross Sell and Upsell opportunities
 - Broadening your influence through Networking
 - Servicing: Techniques to create customer delight
- Defending the Account
 - Brickwall techniques
 - Protecting against competitors
 - Business Review and Development Meetings

This 3 day program includes tools to develop a 6 month sales plan with key objectives, pipeline monitoring and KPI development.

