

Topics to be covered in Programme

Underlisted are a range of topics we plan to cover in the training programme. These topics may be adapted or modified based on participants' needs and feedback.

1. Mastering the Essential Elements of Sales Effectiveness - The Art and Science of Salesmanship.
2. New business development & *Cracking* New Accounts
3. Networking & Prospecting to generate a reliable flow of Sales Leads.
4. Sales Planning, Goal Setting, Performance Tracking & setting relevant KPIs.
5. Customer Qualification (to avoid bad-fit customers) & Needs Discovery (for practical assessment).
6. Upgrading to Consultative Selling - Applying Customer-Centric Approaches.
7. Communicating Persuasively - Sell Customer End-Benefits with Compelling "*Value Propositions*".
8. Create a Service-Savvy Sales Force to sell services more profitably – Selling serves vs. products.
9. Anticipating Objections & Negotiating to close the sale.
10. B2B up-selling & cross-selling strategies to add value.
11. Buyer Behaviours, Customer Psychology & techniques to deal with different customer types.
12. Developing sales momentum - Cultivating strong, reliable Sales Pipelines.
13. Key Account Management - Account Profiling & Planning to increase repeat business & referrals.
14. Effective Time & Territory Management – Organizing for superior productivity & results.
15. Personal Self-Development Planning to strengthen your professionalism & competitiveness.
16. Maintain Positivity, Persistence & Discipline - Cultivating a Winning Attitude.
17. Customer Service to have buyers feel special & delivering & following-up like a pro.