



## BUSINESS TO BUSINESS

### Customised Sales Training Program

Engage your company to experience an interactive sales training program to grow the sales in your business. This training program, tailored to your business and industry, will provide your company with a professional sales tool kit to give you the resources to grow and develop your staff with more profitable sales results.

This program will teach your sales professionals key skills, including ‘How to Hunt and Fish for Opportunities’ in today’s competitive marketplace. Your sales professionals will be focused on developing new business while keeping and growing your existing clientele with the products and services you offer.

In this program, your staff will learn the following skills to generate more and more business opportunities:

### What you will learn

- ✓ How to research and profile a customer
- ✓ How to prospect and deal with rejection
- ✓ How to set up a sale from start to finish
- ✓ How to sell your company, yourself and your point of difference
- ✓ How to ask open-ended questions to identify opportunities
- ✓ How to qualify the customer and decision makers
- ✓ How to demonstrate your products and services
- ✓ How to sell the features and benefits of your products and services
- ✓ How to read the client through verbal and non-verbal buying signals
- ✓ How to overcome objections
- ✓ How to trial close the customer through soft, hard and alternative closing techniques
- ✓ How to ask for the order and close the sale
- ✓ How to be planned and organised – work to a daily routine and stick to a “Sales Game Plan” to over-achieve targets