

Sales Performance Workshops



RELATIONSHIP MANAGEMENT

Workshops



Quality and Affordable Sales Training

SELLING TO SENIOR EXECUTIVES

Business development people, Relationship managers and Sales Professionals learn in this program how to develop executive-level customer relationships by targeting the right decision maker, developing a tactical plan to gain access to the relevant executive, establishing credibility at the senior level to ensure return access, and communicating the unique value of their company's solution.



LEARNING OUTCOMES

After completing this class,
sales people will learn how to:

- Build and executive-level relationships with the customer.
- Target the Right decision maker.
- Develop tactical plan on how to gain access to the relevant executive.
- Establish a credible image to ensure constant access to the senior level.
- Communicate the unique value of their company's solution to the right executive.

Format

Instructor-led, 1-days Duration.

Audience

- Enterprise Account Managers.
- Sales Specialists.
- Sales and Marketing Directors
- Senior Sales Professionals.
- Senior Account managers and Business Development Executives
- Business Owners
- Relationship Managers and staff with revenue responsibility.

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

Module 1: Creating Compelling Value Propositions for Sustainable Advantage

Module 2: Corporate Performance

Module 3: Customer's Customer

Module 4: Due Diligence

Module 5: Financial Acumen

Module 6: Running Numbers

Module 7: Corporate Structure

Module 8: Executive Discovery

Module 9: Corporate Strategy

Module 10: ROI Analysis

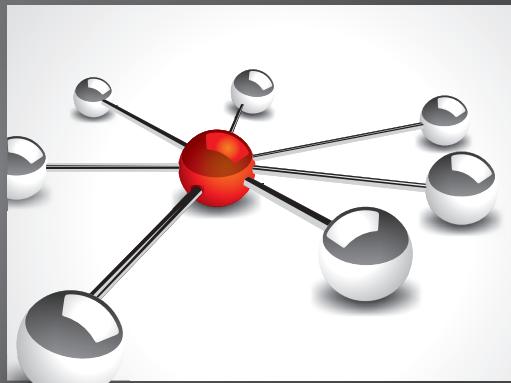
Module 11: Executive Presentation

Module 12: Building trust & credibility

Module 13: Application Plan

RELATIONSHIP MARKETING

Business



LEARNING OUTCOMES

After completing this class,
sales people will learn how to:

- Build a

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Audience

- Enterpr

Prerequisites

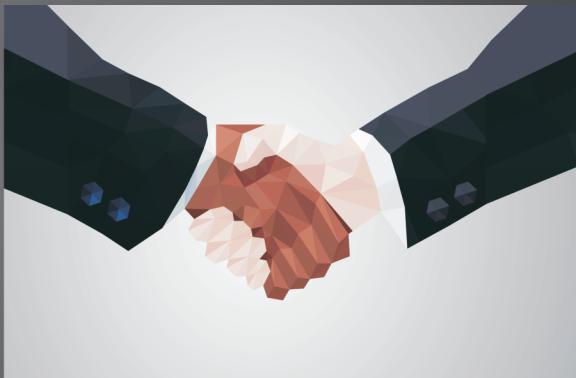
Particip

Course Content

Module 1: Creating

TRUST SELLING

Trust is an essential element in today's business environment for long term sustainable relationships. This workshop is offered as an interactive training experience to help salespeople develop long-lasting sales relationship, established upon a solid foundation of trust. Our expert facilitators will bring to life the keys to nurturing exceptional client relationships. These principles have profoundly affected the daily behavior of sales professionals throughout the industry. High trust selling workshop offers the unique opportunity to invest in your most crucial sales skill-relating to customers!



LEARNING OUTCOMES

**After completing this class,
sales people will learn how to:**

- Define clear and effective goals that is focused on increasing the productivity level of the sales force.
- Cultivate long term relationships with ones customers.
- Identify prospects with high profitability potentials and low time maintenance.
- Develop creative and excellent presentations to gain the confidence of one's customers and grow sales numbers.
- Build trust with the clients by identifying the key needs and values and providing an appropriate solution.
- Communicate the unique value of their company's solution to the right executive.

Format

Instructor-led, 1-days Duration.

Audience

Sales and Business Development Managers.

• Key Business Relationship Managers.

Prerequisites

Participants should ideally have prior selling and account management experience

Course Content

Module 1: Introduction to the high trust pyramid.

Module 2: The 5 step process for appointment setting.

Module 3: Targeting high profit/low maintenance relationships.

Module 4: Creating unique value propositions.

Module 5: High impact openings.

Module 6: Values and needs discovery.

Module 7: Eliciting core values: the three-deep approach.

Module 8: Needs to solutions: the transition.

Module 9: Creating successful solution scripts.

Module 10: Referral script development.

Module 11: Handling objection: the act model.

Module 12: Personal action plan.

CONSULTATIVE SELLING

The Consultative-selling Program is a 1 day interactive, case based workshop which helps customer-facing individuals and teams to act as business consultants and trusted advisors selling services and business solutions to customer decision makers.



LEARNING OUTCOMES

After completing this class,
sales people will learn how to:

- Convert from being a product-lead sales person to solution-lead sales professional.
- Build and manage their sales force professionally.
- Forecast into important prospects.
- Differentiate their products and services from their competitors and create a consistent process plan for interacting with their customers.

Format

Instructor-led, 1-days Duration.

Audience

- Enterprise Account Managers.
- Sales Specialists.
- Sales and Marketing Directors
- Senior Sales Professionals.
- Senior Account managers and Business Development Executives
- Business Owners
- Relationship Managers and staff with revenue responsibility.

Prerequisites

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Course Content

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Module 2: Corporate Performance
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Module 13: Application Plann



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