



BOOTCAMP SERIES



Quality and Affordable Sales Training

PROFESSIONAL SELLING BOOTCAMP

This workshop immerses participants in an intensive case – based training designed to equip participants with a firm grasp of professional selling and how successfully position and pitch for new business as a sales people.



LEARNING OUTCOMES

After completing this class, sales people will:

- Gain the skills significant in building solid business relationships while improving sales performance;
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
- Learn how to create a positive and productive sales platform.
- Learn how to collect information and understand the needs of the customers.

Format

Instructor-led, 1-days Duration.

Audience

- For those who are new to selling.
- Small business owners or proprietors.

Prerequisites

Little or no selling experience.

Course Content

Module-1: Introduction/ target audience identification.

Module-2: Research/ needs development.

Module-3: Analyses and understanding of the needs

Module-4: Solution Creation and delivery.

Module-5: Closing.

Module-6: After sales.

Module-7: Conclusion.



SALES PIPELINE MANAGEMENT

BOOTCAMP

Sales Pipeline management is an essential skill mastered by the top 5% of the world's top performing sales professionals. This workshop equips participants with the know-how to guarantee forecast accuracy and meeting quota or target expectation



LEARNING OUTCOMES

After completing this class, sales people will:

- Gain the skills significant in building solid business relationships while improving sales performance;
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
- Learn how to create a positive and productive sales platform.
- Learn how to collect information and understand the needs of the customers.

Format

Instructor-led, 1-days Duration.

Audience

- Field sales professionals.
- Account Managers.
- And anyone with a quota or target to deliver

Prerequisites

Course Content

Module-1: Introduction/ target audience identification.

Module-2: Research/ needs development.

Module-3: Analyses and understanding of the needs

Module-4: Solution Creation and delivery.

Module-5: Closing.

Module-6: After sales.

Module-7: Conclusion.



SALES CALL MANAGEMENT

BOOTCAMP



Sales is often described as a contact sport and successful salespeople understand the importance of making sales calls that are effective and efficient. This workshop introduces a sales call prep methodology and tool that participants can use to significantly improve the effectiveness of each sales call.

LEARNING OUTCOMES

After completing this class,
sales people will:

- Gain the skills significant in building solid business relationships while improving sales performance;
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
- Learn how to create a positive and productive sales platform.
- Learn how to collect information and understand the needs of the customers.

Format

Instructor-led, 1-days Duration.

Audience

- Sales & Marketing Professionals who frequently make sales calls to customers.
- Decision makers seeking to win business.

Prerequisites

Course Content

Module-1: Introduction/ target audience identification.

Module-2: Research/ needs development.

Module-3: Analyses and understanding of the needs

Module-4: Solution Creation and delivery.

Module-5: Closing.

Module-6: After sales.

Module-7: Conclusion.



PROSPECTING BOOTCAMP

There is an art as well as a science to successfully finding new business, consistently. This workshop enables participants to understand the strategic nature of prospecting in the general scheme of a successful sales operation and creates a roadmap for hunting for new business



LEARNING OUTCOMES

After completing this class,
sales people will:

- Gain the skills significant in building solid business relationships while improving sales performance;
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
- Learn how to create a positive and productive sales platform.
- Learn how to collect information and understand the needs of the customers.

Format

Instructor-led, 1-days Duration.

Audience

- Field sales professionals.
- Account Managers.
- And anyone with a quota or target to

Prerequisites

Little or no selling experience.

Course Content

Module-1: Introduction/ target audience identification.

Module-2: Research/ needs development.

Module-3: Analyses and understanding of the needs

Module-4: Solution Creation and delivery.

Module-5: Closing.

Module-6: After sales.

Module-7: Conclusion.



BUSINESS NEGOTIATION BOOTCAMP

Sales people are often challenged when negotiating against procurement, professional buyers, and committees. This workshop provides a game plan for preparing and conducting negotiations in a way that increase the probability of success. The practice session on handling tactics during negotiation is a lifetime skill that many professional sales people tell us they use many years after attending the program.



LEARNING OUTCOMES

**After completing this class,
sales people will be able to:**

- Design profitable, beneficiary business agreements for and with their customers.
- Gain better understanding of the concessions making processes, with major emphasis methods of avoiding needless freebies.
- Understand the processes of positioning products and services so as to create a high value and the best possible negotiation outcome.
- Apply fundamental sales negotiation principles to managing the value perception of the customer as well as avoid focusing untimely on pure price

Format

Instructor-led, 1-days Duration.

Audience

- Key Account Managers and Strategic Relationship Managers in B2B settings
- Individuals who manage high-net-worth key customers.

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

- Module-1: Introduction/ target audience identification.
- Module-2: Research/ needs development.
- Module-3: Analyses and understanding of the needs
- Module-4: Solution Creation and delivery.
- Module-5: Closing.
- Module-6: After sales.
- Module-7: Conclusion.



THE TELESALES BOOTCAMP

The Telesales Boot camp is designed for professional business-to-business salespeople who use the phone as their primary method of communication with prospects and customers. This course is designed to give both new and experienced telesales professionals the confidence to approach, appoint, present to and close potential customers over the phone.



LEARNING OUTCOMES

After completing this class,
sales people will be able to:

- Create effective presentation materials.
- Understand the importance of Appearance, Posture, Gestures, Eye Contact and Facial Expressions in presentations.
- Comprehend the need for structure in the verbal skill area of presentations.
- Learn the techniques for getting results in the arenas of humor, audio-visual methods, MC introductions, and Q& A sessions
- Recognize the trademarks of poise and delivery.
- Gain confidence and comfort by learning the funneling process.
- Evaluate the way they present to others.
- Capitalize on one's own delivery style.
- Identify their presentation strengths and areas for improvement.
- Understand why preparation provides the bridge between content and intent

Format

Instructor-led, 1-days Duration.

Audience

- Persons new to sales
- Experienced Salespeople needing to keep abreast of recent developments in selling
- Account managers and business development executives
- Small Business owners and proprietors.
- Relationship Managers

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

Module 1: Your Pre-Call Planning

- How to set specific objectives that guide you on the successful call (along with examples)

Module 2: "Sounding" for Success

- How to sound the way you want to "look" over the phone.
- Using the right words and phrases that put them in a buying frame of mind—and what to avoid that immediately turns them off.

THE TELESALES BOOTCAMP

Module 3: Pre-Buyer Conversations

- Secrets of collecting valuable information before you reach your decision maker.
- How to get screeners on your side in helping you sell to the boss (this contradicts what many "experts" say, but it works).
- What NOT to say to screeners (and on voice mail) which is sure to categorize you as a "typical time-wasting salesperson."
- Word-for-word examples of interest-creating messages.

Module 4: Opening Statements That Create Interest—Not Resistance

- What to never say during the first 30 seconds of the call.
- Proven formulas, templates, and word-for-word examples of prospecting, account management, follow-up, and inactive account opening statements to use as-is or modify.

Module 5: Helping People Buy Through Questioning

- How to plan the questioning strategy that will help them want to hear what you have.
- There are such things as dumb questions in sales; what they are, and how to avoid them.

Module 6: Listening: Much More Important Than Talking

- The one word that can help you become an exceptional listener.
- The two points where you should pause in the communications process, and the five benefits to you of doing so.

Module 7: Sales Messages

- The four-step process for presenting exactly what they want to hear in order to buy.
- How to minimize price and maximize value.

Module 8: Asking For, and Getting Commitment (Closing)

- How to move every call forward with commitments.
- Specific commitment questions you can use and modify.

Module 9: Answering Problems and Questions (Objections)

- Why objections are feared by most people—except by you after this module.
- How to handle buyer-objections so you can comfortably and confidently address every objection you hear.
- How to deal with objections in a conversational, non-adversarial way.

Module 10: What Do You Say on the Next Call?

- Getting prospects and customers to do homework to ensure they're committed.
- How to ensure they actually read the information and evaluate the samples you send.
- Setting real phone appointments that they are serious about.

Module 11: Beating Call Reluctance and Building Self-Motivation

- How to remove self-imposed limitations, and set and stay committed to your goals
- Seven keys to minimizing feelings of rejection
- Six ideas for building self-confidence





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