



TIMELY  
RESPONSE






EVERY  
day is  
CUSTOMER  
day



SERVICE  
with a



A  customer is a   customer

REWARD  
the customer



# CUSTOMER SERVICE

Value the  
customer's  
**OPINION**



Deal EFFICIENTLY



with CUSTOMERS



LISTENING  
to the  
CUSTOMER



How may I  
help you?



Is he or she



## BTS

Training & Consultancy



### Sales Professional Strategy & Planning Certification

Website: [www.btsconsultant.com](http://www.btsconsultant.com)

Email: [info@btsconsultant.com](mailto:info@btsconsultant.com)

Telephone: 00971-2-6452630



[www.btsconsultant.com](http://www.btsconsultant.com)

# Sales Professional Strategy & Planning Certification

## Introduction:

This course is perfectly positioned for professionals starting a career in sales. It is also of great benefit for those keen to understand the sales function in general and those who would like to refresh their selling skills and techniques with the latest development in this vibrant field. This course provides participants with core knowledge about sales as a function and as a process; this means that participants will get solid exposure to sales and its contribution to company growth. They will also gain in-depth understanding of sales and self-management, the art of prospecting, opportunity planning and resource allocation. In addition participants will acquire several skills related to negotiating deals, overcoming obstacles, resolving customer issues and closing sales.

## Who Should Attend?

The 'Sales Professional Certificate' course relies heavily on an interactive approach. Participants will enjoy working with business cases extracted from real life situations taking them from understanding the situation to finding a solution. The course leverages role play techniques where participants work and present scenarios related to deal negotiation, building relationships or problem resolution. Such role plays foster confidence, analytical thinking, and teamwork mentality.

## Course Objectives:

**By the end of this course, delegates will be able to:**

- Identify and adopt the right professional selling behaviors and skills needed to maximize sales performance
- Develop critical self driven practices to optimize personal and business effectiveness and efficiency

- Distinguish between different sales methodologies and identify the primary focus for each one of them
- Create, implement and support the right sales strategies, goals and objectives through their solid insight into the sales process
- Defend the principles of successful negotiations while handling objections, and pitching the right value propositions critical for long term business relationships
- Use questioning and probing techniques to improve prospecting capabilities throughout the sales process

### Course Outline:

- **The changing business environment**
  - The evolution of personal selling
  - The new sales competencies
  - Behaviors, characteristics and skills of a successful salesperson
  - Assessing performance according to specific sales indicators
  - Root causes of sales problems
  - Personal selling profile
- **Preparation and self-organization**
  - Targets from a sales perspective
  - Personal management
  - Time management for sales people
  - Understanding the psychology of selling
  - Developing a strategy for sales success
- **Overview of popular methodologies**
  - Examining sales methodologies
  - Successful adaptation of a sales methodology
  - Key takeaways
- **The sales process**
  - Effective prospecting and pre-visit research

- Characteristics of different selling models, types and structures
- Setting goals based on your sales quota and plan
- Analyzing the territory and conducting account research
- How to conduct effective competitive analysis
- Neutralize or offsetting perceived competitor's advantages
- Working your company's strengths against competitors' weaknesses
- Planning your calendar to achieve sales goals and build a sales pipeline
- Identifying resources and methods of generating leads
- Delivering clear and effective presentations
- Handling and overcoming objections
- Achieving positive closing techniques
- Recognizing service as a hard differentiator
- Business negotiation skills
  - Understanding the principals involved in successful negotiation
  - Sales negotiation and vulnerability analysis
  - Building a value position and relationship through principled negotiating
  - Leveraging the art of persuasion
- Managing the customer relationship
  - Developing a customer profile
  - Service beliefs and philosophies
  - Basic attributes of a positive attitude
  - Questioning and probing skills
  - Leveraging open and closed questions
  - The importance of listening
  - Understanding different buyer behaviors styles in relation to your own

- **How to respond to different buyers and different personalities**
- **Strategies to maintain communication with a customer**