

Agent Engagement Program is a highly interactive one-day program that focuses on the critical skills that are essential to winning business in a highly competitive environment. The program seeks to dramatically improve the win rate for all sales professionals in a Business- to- Consumer engagement by helping them to communicate the value of their products and services in a way that aligns with their customers' perceived and unperceived needs.

The participants will learn how to generate warm leads and close appointments. They will be able to create favourable first impressions by building trust and credibility in the shortest space of time. They will learn how to gain access and interest of the customer and they will develop and articulate their "*Value Propositions*", so they can clearly differentiate their offering from their competitors to make it an easy decision for the customer. To do this, they will be improving their listening skills, questioning techniques and objection handling and ultimately gain commitments to close the sale.

Who should attend?

This program is for all sales agents who have direct interactions with their clients and prospects, whether that relationship is over the phone or face to face. This program has been specifically designed for the Business-to-Consumer environment

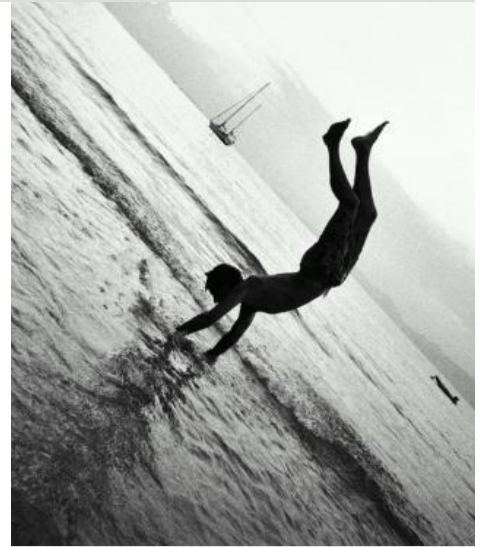
Program Outline

- The sales environment
- Lead generation
- Managing your opportunities
- Making the appointment
- Gaining interest of the customer
- Handling objections and gaining commitments

How will participants benefit?

The business benefits of the *Agent Engagement Program* are to:

- Increase activity levels and call efficiency
- Increase the number of appointments through cold calling techniques
- Increase win rate through more effective selling skills
- Build a solid pipeline through lead generation
- Build trust and credibility with the customer
- Shorten the sales cycle by addressing the right issues at the right time
- Create competitive differentiation through the ability to articulate their '*Value Propositions*'
- Turn issues into opportunities



A fresh
perspective
on your
performance