

Achieving Sales Excellence is a highly interactive 2-day program that enables Sales and Account Teams to sell effectively in the 'New World'. A world where truly understanding the customers perceived and unperceived needs are paramount and differentiation is based on *value* rather than *price*.

This is an advanced selling skills program that provides the participants with the tools and techniques to enable them to be comfortable, confident and credible with all levels of management within their customers. They will be able to quickly and rigorously qualify opportunities, develop and articulate their 'Value Propositions', and gain access and interest of senior executives to gain commitments to ultimately close the sale.

Who should attend?

Attendees should include anyone who has a need to meet with managers and executives within their customers. This program is equally applicable for Account Teams looking after existing accounts as it is for Sales Teams focusing on new business. Therefore it is applicable for all Sales Professionals, Sales Managers, Channel Managers and Pre-Sales Consultants.

Program Outline

- Introduction
- Understanding the customer environment
- Analyzing opportunities
- Developing your value proposition
- Making the appointment
- Gaining interest of the customer
- Handling objections and gaining commitments

How will participants benefit?

The business benefits of the *Achieving Sales Excellence* Program are to:

- Increase revenue through being more effective at working with the senior executives and decision makers in their clients
- Increase the size of deals through having the ability to unearth the *real* needs and be able to align the right solutions
- Increase win-chance through improved qualification of opportunities and more effective management of the opportunity
- Improved capability to execute Account and Opportunity Plans
- Increase customer satisfaction and ultimately retention through having greater knowledge of the customers business and their key focus areas
- Shorten sales cycle by talking to the right people, about the right issues at the right time



A fresh
perspective
on your
performance