

**Sales Support Program** is a highly interactive 2-day program that maximizes the return from the non-sales teams who work with customers by leveraging their often trusted positions and relationships to identify opportunities that will benefit your organisation and the customer.

SSP will help Engineers, Post-Sales Teams, Managed Services Teams and Project Teams to have a better understanding of the sales environment and the customer environment to enable them to be more aware of the potential opportunities in the account. They will learn how to build trust and credibility with the customer; how to add value and be able to articulate that value in the form of a *Value Proposition* to differentiate their products and services from the competition. To use questioning and listening techniques to unearth the *real* needs of the client. They will learn how decisions are really made and how they can influence those decisions and how to handle objections and be able to turn them into opportunities. Once they have identified and qualified the opportunity to then be able to have an effective conversation with the sales person to get them engaged.

#### Who should attend?

Attendees should be the non-sales teams who interface directly with their customers. This program is equally applicable to Field Engineers, Post-Sales Teams (i.e. Delivery Teams), Managed Services Teams, Project Teams and their Managers.

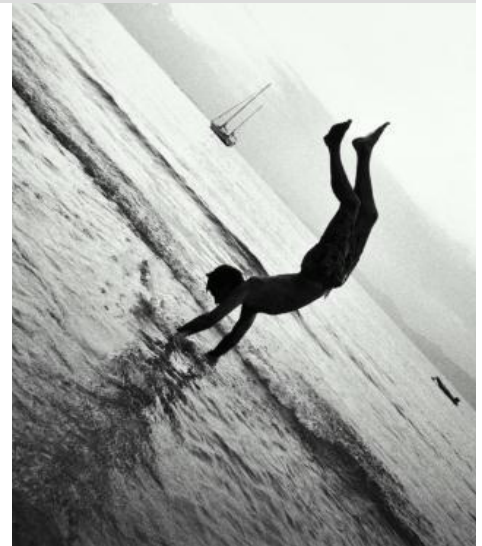
#### Program Outline

- Lead generation
- Understanding the customer environment
- Managing opportunities
- Gaining access and interest
- Handling objections and gaining commitments
- Presentation tips and techniques
- Present the opportunity

#### How will participants benefit?

The business benefits of the *Sales Support Program* are to:

- Increase pipeline by identifying more opportunities
- Increase revenue through increased 'sales' coverage
- Increase customer satisfaction and ultimately retention through having greater knowledge of the customers business and their key focus areas
- Create competitive advantage through the ability to articulate their 'Value Propositions' and points of difference
- Improve communication between non-sales and sales by talking a common language
- Improve professionalism through improved relationship and presentation skills



A fresh  
perspective  
on your  
performance