



Survival of the fittest is as real in business as it is in the natural world.
But today, the best businesses don't just survive... they leave the competition behind.

This 3 day training program is for anyone in a professional 'Business to Business' sales role wanting to take advantage of difficult market conditions to accelerate their results, grow their revenues and out-perform their competitors.

Overview:

Session One: Evolution of the Sales Role in Today's Environment

- Analysing the current trends and resultant buyer behaviour
- Structuring and adjusting the sales approach
- Being aware of Competitor activity
- Reviewing the expectations of the Sales Management.

Session Goal: This session serves as an ice-breaker session for delegates and trainer to share their respective experience and insights on how the sale has evolved over recent times with the proliferation of competitors and economic challenges.

Session Two: Reviewing Current Sales Strategy

- Examining the suitability and effectiveness of current approaches
- Understanding the shift of politics, influence and power in an organisation
- Reviewing existing KPIs to meet current challenges.
- Using appropriate methods that are low cost and high return to achieve sales targets

Session Goal: Delegates will walk through their respective organisation's sales strategy to compare and identify loopholes for further improvement.

Session Three: Building, Managing and Tracking a Sales Pipeline

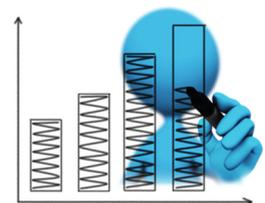
- Taking advantage of sales strategies to build a pipeline of future business
- Pipeline Phases – how many are enough? What should they be?
- Performing sales evaluation by tracking and monitoring sales pipeline
- Reading a pipeline and recognising issues, opportunities and warning signs
- Maintaining focus and discipline around the targeted selling strategies

Session Goal: This session discusses the various methods of Pipeline Management and aligns delegates existing methods with best practise

Session Four: The Importance of Customer Retention

- How do we know our customers are secure?
- Making Existing Customers Bulletproof
- Pursuing new sales opportunities within existing accounts
- Cross Sell and Up Sell tactics
- Re-assessing your selling relationship
- The SAFE® Customer Relationship Model

Session Goal: This session highlights the importance of Customer retention and considers tactics to ensure existing customers remain with us.





Session Five: Customer Segmentation and Prioritisation

- Identifying where to focus
- Methods of classifying accounts by more than revenue
- Evaluating Potential in accounts
- Gaining Share of wallet from Competitor accounts

Session Goal: Delegates will be able to maximise their time & focus on high potential customers. Call cycles will reflect the importance of accounts to their business.

Session Six: Transforming Threats into Sales Opportunities

- Economic Recession – obstacle or opportunity
- Prospecting new market opportunities in a tough market
- Turning complaints into significant advantage

Session Goal: Delegates will view threats as opportunities to achieve positive outcomes.

Session Seven: Emphasis on “Efficiency” and “Cost Optimisation” to satisfy customer requirements

- Accurately forecasting your sales opportunities
- Emphasising on the forecasted results and working within the set budgets
- Arresting declining revenues and margins by emphasising on appropriate cost cutting measures
- Approaching price challenges of competitors whose prices are lower during the economic crisis

Session Goal: This session discusses efficiency and cost optimisation as contributing factors toward achieving satisfactory customer requirement.

Session Eight: Applying Consultative Selling Skills

- Planning and Call Setting Objectives
- The FOCUS® Selling Model for Needs Analysis and account penetration
- Objection Handling – Dealing with Buyers tactics
- Closing Skills - Dealing with buyer procrastination
- Negotiation – Maintaining Margin and Profit whilst agreeing terms

Session Goal: Develop the pure sales skills that are needed in order to get buyers to buy

Session Nine: Tapping the Untapped Market

- What market are we in?
- Reconstructing the market boundaries
- Creating an uncontested market space
- Making the competition irrelevant

Session Goal: This session focuses on innovative methods of achieving successful sales.

Session Ten

From Classroom to Workplace – Pulling it all together

- Identifying your Strategic Goals
- Understanding your Tactics
- Creating account Action Plans

Session Goal: Delegates will create workable action plans for their top accounts and leave with specific goals and tactics to be achieved over set time frames.

