

INTENSIVE TRAINING TO SALES TECHNIQUES

Practising your business meetings

Objectives

■ Improving sales thanks to methods and behavioral tools, adapted to each sales steps.

Concerned people

■ Every person brought to advise a customer in order to sell.

Knowledge required

Knowledge of sales techniques










Duration

3 to 4 days. Possible to be individually coached.

Pedaggy & Practice The “+”

- Quick reminders about sales techniques
- Experience shared with the participants
- Practical tools creation
- Real-life working conditions (from the participants or suggested)
- Simulated or filmed, and then analyzed role-plays
- Self-evaluation form

Know-How acquired

-  **CONCEIVE: Your actions plan**
Reminders: How to create a business action plan?
Create your own business action plan
-  **CONTACT : Know how to get your appointments efficiently**
Reminders: How to create a phone script, to get appointments
Create and test your phone script
-  **CONTACT : Perfectly start your face-to-face meeting**
Reminders: The COPA technique (Context – Objective – Plan – Agreement)
Testing your first minutes of meeting (video)
-  **CAPTURE: Discovering your customer**
Reminders: How to create your discovery form?
Testing your discover (video)
-  **CONVINCE : Controlling the offer presentation**
Reminders: Sales pitch technique
Coaching on your company presentation
-  **COUNTER: Dealing with objections**
Reminders: Techniques to deal with objections
Coaching on your most frequent objections
-  **CONTROL : Tools for a better price negotiation**
Reminders: Negotiation techniques
Role-plays, video or coaching
-  **CONCLUDE : Winning the decision**
Reminders: Closing techniques
Coaching on your commitment demands.
-  **CAPITALIZE : Setting up a personal action plan**
Self-analysis and participants’ diagnosis:
Strong/perfectible points
Improvement objectives