

Training Workshop – Module Overview

Innesskirk's "Advanced Selling Skills" is an intensive program addressing integral Sales Management and Sales Leadership proficiencies with clear, practical guidelines every step of the way. The workshop starts where "Sales Fundamentals" finished and requires basic sales and sales management knowledge and experience as prerequisites.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course.

Workshop Objectives – Delegates Will Be Able To...

- Accept any sales challenge with confidence
- Prepare effectively for any sales process – build on skills of "Sales Fundamentals"
- Recognize personal selling strengths and weaknesses
- Close sales faster and more effectively using different closing techniques
- Develop better, wide-ranging relationships with key accounts – understand the process
- Enhance personal sales skills for greater success

Post Workshop – IMPACT™ Program

IMPACT™ Project – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

IMPACT™ Coaching – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet

Workshop Agenda – Day One

WELCOME

Introduction And Course Objectives

Agenda begins with the introduction of course objectives, materials, methodology and pedagogy. Instructor will include the introduction of delegates through icebreaker activity.

Understanding The Sales Process

Here we look at the key elements of the sales process and the role of a professional sales person. This includes understanding the sale; the mind-set; and the selling and buying cycle.

Understanding Account Management

This segment emphasizes account management and includes customer research, customer meetings and proposal preparation.

The Sales Presentation

Delegates focus on sales presentations, detecting signs of a sale, as well as effective closing techniques like VITAL.

LUNCH

Key Account Management Practices

Instructor assists with an understanding of the classification systems; managing key account needs and expectations; effective follow-up and follow-through strategies.

Behavior Styles In The Sales Process

Delegates gain an understanding of typical behavior styles and learn to effectively manage the sales process depending on the style identified.

Hands On Selling Competition

Each delegate delivers the task assigned to them before the workshop. Participants review other delegates' selling techniques and sales presentation.

Sales Language and Advanced Selling Techniques

Discussion of the use of appropriate language and superior selling techniques and tools. Selling is all about the subtle use of spin techniques. Setting the right expectations and delivering more than expected

CLOSING

Review the main points of interest of the day and prepare for a realistic time management challenge tomorrow.



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Workshop Agenda – Day Two

Welcome

Maximizing Results - Time Management

Discussion of the integral task of effective time management as part of the sales process. Using key ratio's to pave the way to success. Managing yourself and developing habits that work.

Effectively Building Your Network and Pipeline

Discussion of effective methods in regards to building networks in certain industries. How to create a constant proposal and opportunity pipeline using simple techniques and tools

Qualifying Customers

One of the most important items as part of the sales process – how to get to the decision makers and evaluating and qualifying your prospects.

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Selling Value Takes Skill

Focus on selling value rather than price. Most sales people are ready to negotiate even when it is not required. Selling values requires preparation and knowledge on how to close the sale effectively .

Advanced Selling Challenge

Selling to different type of customers. This is a hands-on role-play where delegates have to sell to different type of customers and try to sell value against all odds.

Effects Of Culture On The Sales Process

Delegates review the influence of different cultural backgrounds on the sales process and learn to effectively interact with people from different parts of the world.

Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information acquired during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

CLOSING

Review the main points of interest for the course, deliver course administration such as: evaluation, action plan and deliver delegate certificates.

Do You Have Specific Requirements?

Tailoring For In-Company Delivery

Innesskirk is able to customize this workshop as a one, two or three day event. We can also adapt the content to meet your specific training objectives.

For more information about our Public or In-Company specialized workshop services, give us a call on +971 50 384 0139 (mobile) +971 4 304 2589 (office) or email us on training@innesskirk.com to discuss your specific requirements further.



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