








## Training Workshop – Module Overview

Innesskirk's innovative “Sales Fundamentals” is an intensive program addressing fundamental selling skills, with clear, practical guidelines every step of the way. Delegates learn techniques to successfully manage a sales cycle through to the close, including key account expansion and individual relationship management.

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

## Workshop Objectives – Delegates Will Be Able To...

-  Become a professional sales person
-  Prepare effectively for any sales process
-  Recognize the preparation activities required for the sale
-  Understand the fundamentals of any sales process
-  Appreciate reasons why people buy and consequently the building blocks of a sale
-  identify fundamental improvements to current sales processes
-  Anticipate the 'close' of a sale and methods to be effective in closing

## 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 Workshop 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 Customer

Here we look at the key reasons people buy, the sales process and the role of a professional sales person. This includes methods to keep customers and increase loyalty, the ethics of a sale and responsibilities of sales people. We will also introduce common sales terminology.

#### Sales, Marketing And Negotiation

This segment focuses on the differences between sales, marketing and negotiation. We review the marketing mix, 10p's of marketing and their effect on the sales process.

### LUNCH

#### Six-And-A-Half Steps To A Sale

This is the ABC of sales basics, focusing on the six-and-a-half steps leading to a sale, detailing each step of the sales process. Also reviewed are the common pitfalls of many salespeople and action steps to overcome them.

#### Influencing People To Buy

Delegates practice approaches to persuade people effectively; tangible and intangible reasons why customers buy; and methods to identify customers' needs.

#### Creating A Healthy Selling Environment – Building Trust

Instructor works with delegates to understand how they can use questioning, body language and listening techniques to effectively communicate with customers. Topics include questions to ask and which ones to avoid, along with common mistakes and understanding what drives customers away.

#### Preparing For 'Hands-On' Selling Skills

Discussion of Day Two project requiring each delegate to sell a particular product or service, including feedback.

### 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

#### Hands On Selling Competition

Day Two begins with each delegate delivering the task assigned at the end of Day One. Participants review other delegates' selling techniques and sales presentation.

#### Territory And 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. Forecasting techniques and planning activities required. Explore the use of CRMs in the sales process.

#### Finding And Qualifying Customers

From cold-call to sale means to locate new prospects, qualify prospects, get appointments, including effective use of telephone and email.

### LUNCH

#### Proposals And Sales Presentation

Delegates learn essential elements of sales presentations and proposal, and processes to capitalize and overcome objections.

#### No Discount – Dealing With (Price) Objections

Dialog includes different means to overcome objections, fundamentals of negotiation and how to close the sale.

#### The Secret To Long Term Customer Relations – AFTERCARE

This segment focuses on a clear understanding of the value of current customers; policies to increase customer loyalty; and continual customer business and referrals.

#### Effects Of Culture On The Sales Process

A look at ways different cultural backgrounds influence the sales process and effectively dealing 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 received 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](mailto:training@innesskirk.com) to discuss your specific requirements further.



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