



Strategies for Optimal Selling

Enhancing your selling skills helps organizations increase revenue. It also helps salespeople gain a competitive advantage. Having a competitive advantage will aid the salesperson in closing the deal. A competitive advantage could come in many forms: product knowledge, customer relationships, flexibility, ability to execute etc. Competitive advantage is developed through experience, coaching and training. This workshop will help salespeople gain that competitive advantage in selling to customers. Workshop length and content can be customized to meet your training needs.

How You Will Benefit:

- Understand a wonderful paradox: helping other people get what they want gives us more of what we want
- Use goal-setting techniques to focus on what you want to accomplish and develop strategies for getting there
- Identify and be able to better present the competitive strengths of your products and services, so that you can be proactive in handling objections and more successful at asking for the business
- Use different types of selling for different situations
- Identify ways to find new clients and network effectively

Let's Get Started?

1. Contact us to get more information
2. We will tailor the program for your audience
3. Execute the training solution

What You Will Cover:

- Essential selling skills
- What is selling?
- Setting SMART goals
- Time Management Tips
- Customer Service
- Types of selling
- Ten major mistakes
- Finding new clients
- Selling price

What's Included?

1. Virtual or Classroom facilitation by an expert facilitator
2. Dynamic Interactive Experience
3. Specialized course workbook and materials
4. Personalized certificate of completion

Who Should Attend:

- Sales Management and Sales Leadership who want to enhance effectiveness
- High Potentials
- Individual Contributors