Winning the Customer and Keeping the Business

Instructor: *Norman Rose President of Excel Sales Consulting Inc.*

Course Description: In this customized sales training certification course, sales professionals will be provided with a toolbox of customer relationship building and enhance selling skills that they will understand, relate to and be able to effectively apply every day. Participants will learn to how to set strategic goals and achieve their maximum sales results. This course is designed to:

1.   Increase your sales by doing more with every customer
2.   Build long-term customer relationships
3.   Avoid losing your hard-earned business to your competitors

Who Should Attend: Sales Managers and Sales Professionals

Course Duration: Six Virtual 60 minute Training Sessions

Expected Learning Outcomes:

1.   Enhance overall selling skills, professionalism and teamwork

2.   Develop sales planning and organizational skills

3.   Improve overall customer relationships

4.   Strategically set goals to enhance overall sales and customer service performance

5.   Create overall consistencies using the Excel Sales Process

6.   Create a positive work environment that will enhance productivity and performance

7.   Increase employee retention through job satisfaction

Resource included in the training:

1.   Goal setting worksheets

2.   Toolbox of best practice resources that can be referenced and easily utilized daily

Course Highlights

Module 1 - Sales Strategies for Success
1.   Prepare for your success
2.   Positive attitude and teamwork
3.   Time management
4.   Applying focus
5.   Making time to prospect
6.   Avoiding costly time traps
7.   Preparing for the customer
8.   Knowing your competitors
9.   Cultivating your ability to keep the right frame of mind
10.   Understanding the roadmap on how to maximize your potential!

Module 2 - Best Practices for communication and customer relationship building skills:
1.   The power of a positive mindset
2.   Creating a positive first impression
3.   Understanding customer's expectations in this consistently changing world
4.   Gaining immediate interest in your approach
5.   Building rapport
6.   Selling your company and yourself
7.   Communication skills
8.   Listening skills
9.   Dealing with difficult people
10.   Solving complaints

Module 3 - Best Practices for Filling Your Pipeline with Your Prospects
1.   Identifying prospect's needs
2.   Building trust and developing a thorough understanding of your customer's needs
3.   Defining your business targets
4.   Managing your pipeline
5.   Developing and clarifying your sales funnel and taking the right approach
6.   Overcoming initial common objections with ease
7.   Prospecting roadmap strategies for winning new business!

Module 4 - Presenting the right solutions
1.   The importance of enthusiasm
2.   Paraphrasing and summarizing your customer's needs
3.   Asking for feedback
4.   Communicating that you are listening to their wants and/or needs
5.   Show and sell
6.   Sharing information and guidance
7.   Being clear and concise with your offering

Module 5 - Overcoming Objections

1. Addressing concerns by thoroughly watching for buying signals
2. How to ask for the sale
3. Techniques to help you close the sale
4. Upselling and offering applicable products and services
5. Showing the value that you bring
6. Learning how to consistently win new business and defeat the competition

Module 6 - Follow- up systems

1. Keeping in touch with prospects and existing customers
2. Developing and securing repeat business with your valued customers
3. Strategies to consistently maximize the ultimate loyal customer relationships

Have your sales team members register and develop best practices for setting sales goals and quotas to ensure that everyone is on the same page and maximizing their individual potential!

Virtual Professional Selling Skills Training Schedule and Pricing:

$450.00 CAD* for all sessions plus applicable provincial tax
$360.00 USD* for all sessions

Call for large group pricing