

## Skilled Selling and Account Management



### Who is it for

Sales professionals who want to gain new business and develop existing accounts in a profitable and confident manner.

### Overview

This two day workshop introduces delegates to practical skills in structuring and controlling sales appointments. It offers helpful insights into the importance of building customer rapport, overcoming objections and selling your products and services to meet the customers' needs. This will ensure development of strong skills in account management and best practice in negotiation, where high levels of service are essential in a competitive market place.

### Objectives

- Understand what your clients/customers needs are
- Acknowledge your key assets that distinguish you from your competitors
- How to connect with different personalities, peer groups and demographics
- Appreciate and utilise your own individually to sell to customers as unique as you are

### Module Overview

- Why preparation is vital
- The customers' culture and market sector
- The psychology of buying
- Structuring successful meetings
- Establishing your customer needs
- Overcoming objections and planning the next stage
- Setting goals, benchmarking and assessing needs
- Knowing your competitors

### Investment

Total investment for this two day workshop is £280 per person. Alternatively, this workshop can be delivered internally to your organisation for a total investment of £2332. Based on a group size of ten persons, this reflects an investment of £233 per person. This cost includes all relevant materials but excludes any costs associated with the venue.