

“Sales Executive Workshop - Mastering Face-to-Face Sales” Training program (English Material)

Course Length: 16 Hours @ 4days

The Sales position is a strategic and major function in any enterprise being the driving force of development and expansion of the establishment.

Becoming an accomplished salesman, achieving success and growing in that function requires strong emphasis on personal impact, on his capacity to adapt and attain solid control over his sales meetings; to question, argue, respond to objections and reach a positive conclusion.

This practical training session in sales techniques will provide you with a framework ideal for reinforcing and practicing your newly acquired information: role-playing, practical exercises, simulation of sales interviews to analyze, understand, modify and improve your behavior, applying correct techniques and being effectively productive.

Targeted Audience (who can attend)

Sales Executives on all organizational levels.

Objectives and Contents

Upon completion of this workshop, every participant will be able to:

- Control different steps of a sale
- Recognize different types of clients
- Effectively organize a marketing plan
- Prepare and conduct structured sales meetings
- Master negotiation techniques
- Create an atmosphere of trust with the client
- Utilize proper techniques for convincing and obtaining a commitment
- Prepare and present effective sales arguments
- Anticipate and handle objections
- Deal with difficult cases: reticence and aggressiveness
- Master the different stages of the conclusion phase
- Conduct an effective follow-up and print crucial sales propositions

During the workshop, each participant will learn to:

- Identify different social profiles and adapt his style accordingly
- Identify different decision and influence paths
- Collect and analyze available client information

- Fix preliminary objectives
- Arrange for effective meetings
- Establish, listen and adapt to the client's needs
- Utilize different methods for successful negotiation
- Master the 6 stages of a sales transaction
- Improve persuasion skills from a technical, relations and practical aspect
- Recognize the different types of objections and handle them effectively
- Use objections as a base for negotiation during a sales transaction
- Detect signals from the client and prepare the sales conclusion
- Turn every client into a new business opportunity