

Essential Selling - Virtual

The blended, tailored programme quickly builds sustainable selling skills and behaviours

APPROACH

The Structured Customer Business Meeting Process

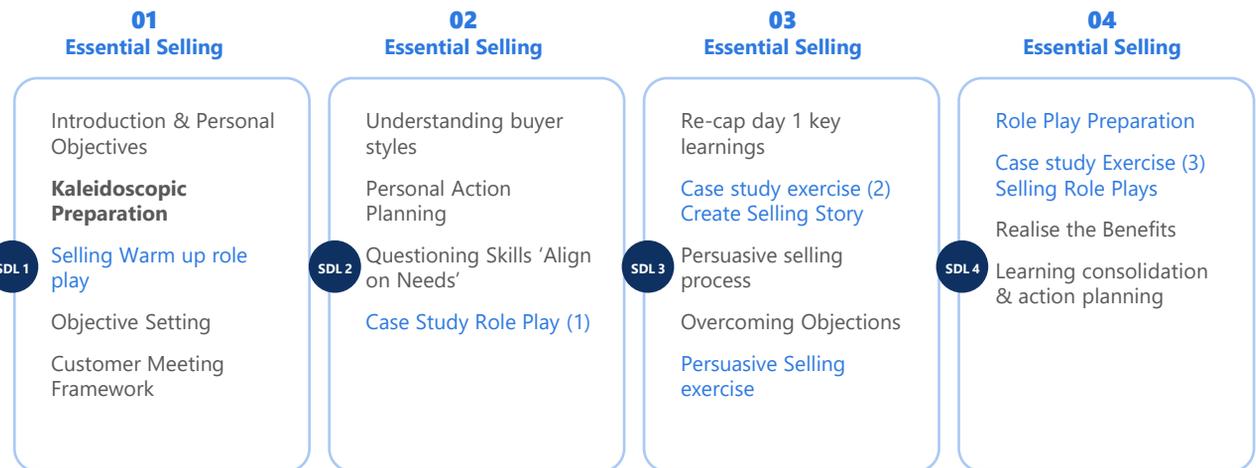
The Persuasive Selling Process



LEARNING JOURNEY

PRE-WORK before sessions:

Self-directed Learning assets (SDLs) are used to learn theory in advance and make workshop sessions more valuable



AUDIENCE

- Field Sales professionals
- Account Executives/new National Account Managers
- Marketers who will get more from their agencies
- Teams and individuals requiring selling fundamentals
- People who need help with internal selling
- People with up to 3 years commercial experience

OUTCOMES

Confident to use Kaleidoscopic Preparation: <ul style="list-style-type: none"> Setting objectives Understanding People styles Identifying needs 	<ul style="list-style-type: none"> Building the Selling Story Handling objection Realising the benefits 	Knowledge ad practice of the Structured Customer Business Meeting framework
Aware of and confident to close using a range of techniques	Adept at recognizing and managing the different buyer styles	Enhanced selling capabilities through practice ad feedback of relevant role plays

OUR UNIQUENESS

Approachable experts with senior commercial experience

Tailored and flexible engagements to meet your needs

Practical and ongoing support to deliver change

Collaborative approach to create sustainable agreements