

Strategic Selling

Who Would Benefit

The content will suit experienced salespeople with the right skills and a thorough knowledge of how to sell. There will be a level of assumed knowledge and skills coming into the program that less experienced sales professionals may not possess. We will provide a non-threatening benchmarking process to assess the current level of knowledge of those attending giving us a base from which to go forward.

Course Overview

Delegates will learn the value of selling strategy. Once an experienced salesperson has shown they can distinguish between selling to clients and managing their account professionally, then they should attend this course to fully explore selling strategically and the value of developing key accounts. This is done by using a structured sales strategy and selling to customers and selling to clients as a professional sales person should. They will leave with a very different perspective on strategic key account management and a better understanding of strategic sales planning.

CPD Points: 12

Course Category: Management & Leadership

Recommended No. of Days: 2

Course Location: To be determined

The Course Includes:

- The value of a strategic approach
- Understanding the client
- The market/culture/people/politics
- Targeting clients and resources
- The strategic approach
- Planning/tactics/competition/objectives
- Dealing with multiple decision makers
- Gaining agreement/building confidence
- Presenting proposals/creating solutions
- Building the relationship
- Sustaining levels of expectation
- Maintaining profitability
- Preserving satisfaction
- The follow up process

Learning Outcomes

At the end of this program the delegate can:

- Explain how to create a robust sales strategy
- Give examples of good client targeting and preparation
- Devise a way of influencing others
- Think creatively and innovatively in the sales environment
- Present ideas and sales strategies confidently