

Sales Development Programme

3 half day Workshops are delivered preferably every 2 weeks for 4.5 hours, delegates will have self-reflections to complete in between sessions to show learning and understanding. We can of course base topics around any specific development areas identified during the TNA with the employer.

Session 1: Introduction:

- Professional Behaviours and Brand Advocacy
- Product and Service knowledge
- Market knowledge – Understanding competitive advantage
- Motivation
- Time Management
- Preparation is key

Session 2: Communication:

- Questioning and Listening Skills
- Understanding clients' needs
- Rapport building - virtually
- Buying Signals
- Negotiation and conflict

Session 3: The Next Steps:

- Lead Generation
- Sales Cycle
- Managing a Pipeline
- Having a USP
- Selling through Benefits

