

# ONLINE SALES DEVELOPMENT (4 SESSIONS)

Boost Your Sales Game with Our Comprehensive **Online Sales Development Program**:  
Unlock Proven Strategies, Sharpen Your Skills, and Drive Revenue!

## Who Is This Program For?

Designed for both novice and seasoned sales professionals, our online Sales Development Program is your ticket to excel in the modern sales environment.

## Key Program Features

**Robust Curriculum:** Master the art and science of sales with a curriculum that covers everything from prospecting to closing and beyond.

**Interactive Learning:** Engage in real-time discussions, simulations, and assessments to truly internalise core sales principles.

**Actionable Insights:** Implement our proven sales techniques immediately, witnessing a transformative impact on your pipeline and revenue.

**Flexibility:** Being online, the program allows you to learn at your own pace while balancing other commitments.

**Expert Guidance:** Learn from the best in the field, with coaches and mentors who have real-world experience to share.

## Why Enrol?

This program is far more than a set of lectures. It's an interactive, hands-on journey that will equip you with the strategies and confidence to elevate your sales game. Our comprehensive approach ensures that you'll be well-versed in the most up-to-date, effective sales techniques.

## Your Path to Sales Mastery Starts Here

Are you ready to rise above the average and become a sales powerhouse? Click the "Sign Up Now" button to begin your transformative journey in the ever-evolving world of sales.

## Session 1 – Managing Expectations

### Introduction and Objectives

- Overview of the sessions
- Session 1 objectives
- Back to work action plans
- 4 stages of learning
- Self-coaching checklist
- Personal objectives

### What is Selling?

- Personal consumer experiences
  - Good and Bad
- Customer centricity
- Transactional v. Customer centric approach
- Steps to Trusted Advisor status
- Skills & Behaviours required

### The Voices of Experience!

- 2 of your successful salespeople answer the following questions in a facilitator lead interview:
  1. On reflection, how does the sales role compare with your perception of 'sales' before you started selling?
  2. What 3 things would you have liked to have known at the start of your sales career that would have accelerated your start?
  3. What tips would you give to a 'new hire' just starting out in a sales role?

### Summary of Part 1

- Key Takeaways

# Session 2 – From Planning to Prospecting

## Introduction and Objectives

- Session 2 Overview and objectives
- Reflections from Part 1

## Communication Skills

- Words, Music and Dance
- Partnership language
- Voice
- Hearing v Listening
- Levels of listening

## Sales Process

- Why bother?
- MEDDPICC Introduction

## Planning and Preparation

- Research/Making calls ratio
- What do you need to know?
  - Company, Industry, Competitors
- Finding new business
- What drives decision making?
- Find their WHY?

## Call Structure

- What is value?
- Positioning statements
- Creating an introduction
- Setting call objectives
  - Primary/Secondary
- What to say and how to say it
- Four possible responses to a call

## Managing your Performance

- Call metrics
- Analysing activity
- Maintaining a positive attitude

## Summary of Part 2

- Key Takeaways

# Session 3 – Uncovering Information

## Introduction and Objectives

- Session 3 Overview and objectives
- Reflections from Part 2

## Developing a Consultative Approach

- Why be consultative?
- Dr/Patient
- Developing questioning technique
- Introducing the funnel
- Finding and Building PAIN
- Thinking on your feet!
  - Preparing questions
- Who's the MAN?
- ABC Group

## Positioning Solutions

- Features, Advantages & Benefits
- Re-Visiting PAIN
- Applying F.A.B's to your solutions

## Summary of Part 2

- Key Takeaways

# Session 4 – Closing on Actions

## Introduction and Objectives

- Session 4 Overview and objectives
- Reflections from Part 3

## Closing the Call

- Summarising key points
- Handling objections
  - Gatekeepers
  - Customer conversations
- Building an objection database

## Negotiation Overview

- What is negotiation?
- Why negotiate?
- Negotiation process explored
- Win Win Mindset
- Conflict Questionnaire

## Managing Contacts

- Maintaining the database
- Delivering excellence
- Developing routines

## MEDDPIC Review

Participants refer back to the previous workshop material to identify content in line with the MEDDPIC stages

## Summary of Part 4

- Key Takeaways

## What Sets Us Apart

**Practical Focus:** Our workshops aren't about theory. They're about practice. We focus on real-world applications of various skills and techniques that you can immediately put to use when you return to work.

**Dynamic Interactivity:** No more boring lectures! Our sessions are designed to motivate and involve you. They're packed with hands-on group activities, individual tasks, and enlightening discussions.

**Tailored Tools & Strategies:** Leave each workshop with a toolkit of proven methods and fresh perspectives that you can readily implement in your role, making an instant impact on your work performance.

**Expert Facilitation:** Our skilled facilitators don't just teach; they reinforce the learning through a blend of structured activities and targeted feedback.

## Why Train4Results?

This isn't your run-of-the-mill training program. It's a high-octane workshop designed to maximise your potential. Before each session, we recommend discussing your goals with your Line Manager, so you can hone in on specific objectives for each workshop.

## Ready for Immediate Impact?

Imagine returning to your workplace not just inspired but equipped with actionable insights. Are you ready to seize that competitive edge? Contact us now to reserve your spot and transform your skills into results!

