



**silicon
beach**
TRAINING

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Advanced Sales

Duration: 2 days

Prerequisites

This advanced sales course is for experienced sales people whose role demands still higher levels of confidence and competence

This short Advanced Sales training course reviews the developments in selling techniques and provides delegates with options for personal and business improvement.

Given these increasingly competitive times, we need to be ahead of the game otherwise we may not be playing the game tomorrow.

Objectives

By the end of the Advanced Sales training course participants will have created a personal and business development game plan to increase sales.

Course Content

Back to basics - resume of the do's and don'ts

Building on the basics by looking at:

- Business plans and financial performance
- Marketing techniques
- Creating compelling letters and emails
- Differentiating Strategic and tactical selling approaches.
- Direct marketing tools and approaches
- Securing the "in"
- Databases and market intelligence
- Sales support
- Point of sale aids
- Psychology of the long term and short term buying process
- Getting to and influencing all the decision makers in a complex sale
- Measuring performance and tailoring development
- Handling price based negotiations
- Building lasting relationships and adding value
- Personal skill assessment
- Action plans (business/personal)

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Related Courses

Key Account Management: 2 days

Negotiation Skills: 2 days

Sales Management: 2 days

Telephone Sales: 1 day

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