

## Growing Revenue.

# S.A.L.E.S

### Overview.

The rogenSi S.A.L.E.S Program is a useful workshop that helps sales professionals use practical tools and develop face to face skills to motivate customer commitment at every stage of the sales process.

### Key components.

- Using a model to manage every sales call
- Structuring meeting calls
- Positioning your business
- Obtaining customer agreement during sales call
- Using tools and skills to diagnose customer needs
- Positioning your solution persuasively
- Managing customer objections such as price
- Effectively closing the meeting and establishing clear next steps

### Challenges addressed.

- Motivating customer commitment at every stage of the sales process
- Managing the balance between diagnosing customer needs and positioning products and services
- Moving the emphasis of your role from implementing customer solutions to selling more products and services into existing customers

### Outcomes.

- Plan for effective, outcome driven sales meetings
- Rapidly connect with new customers
- Immediately diagnose customer needs
- Manage customer objections so a sales momentum can be achieved
- Obtain the customers commitment to proceed to the next stage of the sale

### Who should attend.

The rogenSi S.A.L.E.S Program is aimed at professionals in the areas of pre-sales, direct/indirect sales, face to face customer service, account management, technical sales, and sales engineers.

### Duration.

2 days.