

S.A.L.E.S



Outcomes.

Participants will build the knowledge, sales skills and the confidence required to:

- Plan for effective, outcome driven sales meetings
- Build rapport with new customers quickly
- Diagnose the customer's situation and their needs effectively
- Construct and deliver solutions that build results
- Manage customer objections so a sales momentum can be achieved
- Obtain customer commitment to proceed to the next stage of the sale.

Duration.

2 consecutive days for 6-8 participants

Who should attend.

Sales professionals of all levels. It is also an excellent refresher for more experienced sales professionals.

How to register.

To make a booking simply go to www.rogenSi.com and click on the Business Learning Centre tab, then choose your program and location.

For more information.

Call: 1800 797 447

Email: bhc.australia@rogenSi.com

www.rogenSi.com

Overview.

rogenSi's S.A.L.E.S program draws on rogenSi's experience of working with sale teams from around the world. This highly interactive and practical program helps sales professionals whilst a selection of tools develops the necessary face-to-face skills needed to motivate customer commitment at every stage of the sales process.

Challenges addressed in this Program.

The rogenSi S.A.L.E.S program has been developed with the following sales professionals in mind: Pre-Sales, Product Specialists, Direct/Indirect Salespeople, Account Managers, Technical, Sales, Sales Engineers and face-to-face Customer Service people.

The program assists these professionals address challenges such as:

- 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 the role from product salesperson to delivering customer value
- Gaining confidence in ever more challenging markets.

Key components of this Program.

Through practical application, the program involves the following activities:

- Using a model to manage every sales call
- Structuring meeting calls
- Positioning your business
- Obtaining customer agreement during sales calls
- 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.