

Sales Management MasterClass

Marketing, Sales, Customer Service
Prague (Czech)
27 - 31 Jan 2025

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Sales Management MasterClass

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Sales Management MasterClass

Introduction

This course provides participants with core knowledge about sales as a function and as a process, which means that participants will get solid exposure to sales and their contribution to company growth. They will also gain an in-depth understanding of sales and self-management, the art of prospecting, opportunity planning, and resource allocation. In addition, participants will acquire several skills related to negotiating deals, overcoming obstacles, resolving customer issues, and closing sales. Also, we cover all the most important elements of service that any person involved in direct interactions with customers should know and apply. From the necessary behavioral and communication skills to the right attitude, and including specific methods to analyze and improve the service provided, we cover it all straightforwardly and effectively that will help participants ensure customer satisfaction and delight in the most challenging situations.

Course Objectives of Sales Management MasterClass

- Identify and adopt the right professional selling behaviors and skills needed to maximize sales performance.
- Develop critical self-driven practices to optimize personal and business effectiveness and efficiency.
- Master and implement the sales process to successfully handle objections and close more deals.
- Manage customer expectations and exceed them to gain customer loyalty and generate repeat business.
- Master the art of verbal and non-verbal communication to create an atmosphere of respect and trust in the seller-buyer interface.

Sales Management MasterClass Course Outlines

Day 1: The Changing Business Environment

- The evolution of personal selling.
- The new sales competencies.
- Behaviors, characteristics, and skills of a successful salesperson.
- Personal selling profile self-assessment instrument.

Day 2: Preparation and Self-organization

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- Targets from a sales perspective.
- Personal management.
- Time management for salespeople.
- Understanding the psychology of selling.

Day 3: Mastering the Sales Process: From Initiation to Post-sales

- The vital importance of prospecting.
- Setting your ideal customer profile.
- Understanding and navigating the sales funnel.

Pre-approach:

- Conduct effective competitive analysis.
- Neutralize or offset perceived competitors' advantages.
- Leverage your company's strengths against competitors' weaknesses.
- Present your Unique Selling Proposition USP.
- Find and share the Customer Value Proposition CVP.

Approach:

- Creating a positive first impression.
- The art of breaking the ice.
- Research and simulate sales solutions.

Day 4: Continuation of Mastering the Sales Process

Presentation:

- The presentation mix.
- Fundamentals of Powerful Sales Presentations.

Handling objections:

- Reasons for customer objections.
- Techniques for dealing with sales objections.

Closing:

- Reading the buying signals.
- Types of Closing Techniques.

Follow-up and retention:

- Handling customer complaints.
- Essentials of Relationship Management.

Day 5: Professional Behavior with Customers

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- The power of behavior.
- Principles of Effective Behavior.
- How to behave professionally with customers.
- Verbal and non-verbal components of communication styles.

Enhancing Customer Experience

Creating a comprehensive customer experience is essential for any successful sales strategy. This involves meeting but managing customer expectations effectively, providing exceptional customer service excellence training, and employing techniques for delighting customers. By understanding customer behavior and psychology, sales professionals can tailor their service quality improvement techniques to increase customer satisfaction and retention. This strategic approach to customer service includes fostering internal customer satisfaction strategies, dealing with difficult customers with professionalism, and realizing the importance of customer service as a strategic imperative. Moreover, with the advent of digital platforms, social media customer engagement has become a crucial part of the sales and customer service ecosystem. In this course, we will drill into the role of communication, both in serving and engaging customers, and highlight the transformative impact of customer service innovation in creating a customer-centric culture.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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