

Sales Management for Professionals Course

Marketing, Sales, Customer Service
Amsterdam (Netherlands)
03 - 07 Feb 2025

UK Traininig

PARTNER



Sales Management for Professionals Course

Ref: 3081_137035 **Date:** 03 - 07 Feb 2025 **Location:** Amsterdam (Netherlands) **Fees:** 4200 Euro

Introduction

This course is perfectly positioned for those starting a career in sales. It is also of great benefit to experienced sales professionals who would like to refresh their selling skills and techniques with the latest developments in this vibrant field, and to other professionals keen on understanding the sales function in general. While this course focuses on providing participants with core knowledge about sales as a function and as a process, it will also give them an in-depth understanding of 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.

Course Objectives Sales & Sales Management

- Identify the right professional selling behaviors and skills needed to maximize sales performance
- Develop the right personal habits to optimize selling effectiveness
- Apply the different steps of the sales process and identify the need for each step
- Analyze and apply the principles of successful negotiations and handling objections
- Recognize the basics of customer relationships management and influencing outcomes

Sales & Sales Management Course Outlines

Day 1

The changing business environment

- The evolution of personal selling
 - Marketing
 - Consultative
 - Strategic
 - Partnering
- Social
 - The new sales competencies
 - Behaviors, characteristics, and skills of a successful salesperson
 - Assessing performance according to specific sales indicators
 - The 10 root causes of sales problems

UK Training

PARTNER



- Personal selling profile

Day 2

Preparation and self-organization

- Personal management
- Self-mastery
- Personal planning
- Self-talk
- Personal image
 - Time management for salespeople
 - Understanding the psychology of selling
 - Developing strategies for sales success

Day 3

The sales process

- Prospecting and qualifying
- Pre-approach
- Approach
- Presentation and demonstration
- Overcoming objections
- Closing
- Follow up and maintenance
- Product selling versus service selling
- A glimpse into different selling models

Day 4

Business negotiations skills

- Principles of successful negotiations
- Communication
- Planning
- Trading concessions
 - The six elements of successful sales negotiations
 - The power of questioning and probing
 - The BATNA principle
 - Establishing ranges and understanding the limits

Day 5

Managing the customer relationship

- Basics of building customer relationships
- 5 rules for successful relationships

UK Training

PARTNER



- The essence of attitude in relationship building
- The art of sales communications
- Influencing sales outcomes

UK Training
PARTNER



Blackbird training cities

Accra1 (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston,Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Traininig
PARTNER



Blackbird Training Category



Human Resources



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



UK Training
PARTNER



BLACKBIRD
FOR TRAINING

LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335