

program outline

Developing Sales Force Effectiveness



Objectives:

Designed for those whose business is sales? Whether you are in direct selling or indirect selling this program delivers what you need to know and how to differentiate yourself as a professional sales person.

Programs are custom designed to suit the sales environment of the industry.

Example of suggested content:

- Prospecting
- Cold calling
- First meeting
- Identifying opportunities & unmet needs
- The message
- Objection handling
- Closing

Outcomes:

- Development of a consistent language & sales process within the organisation
- Improving the sales conversion rate and increase sales effectiveness
- Being aware of selling themselves and the organization
- Understanding and interpreting the sales cycle
- Demonstrating the ability to utilise their own personal strengths to maximise results
- Interpreting clients' needs and present a recommendation that meet their needs and expectations.
- Show more confidence in approaching new and existing clients

We customise and tailor to your specific requirements. For more information please call us on 9844 2999 or e-mail talkforce@talkforce.com.au.