



Excelling at Selling™

PROGRAM OVERVIEW

Excelling at Selling™ is a modular sales training program that can be designed as an ongoing sales training process or individual training modules may be selected to target specific sales issues.

The program is designed to cover every key sales skill and activity required for exceptional selling performance, as well as some generic topics to enhance individual and team effectiveness.

Each module is completely 'stand alone' meaning that modules can be covered in any order and therefore may be selected individually where a specific sales training need exists. We will work with you to identify your specific training needs and recommend the modules you require to fulfil those needs.

STRUCTURE

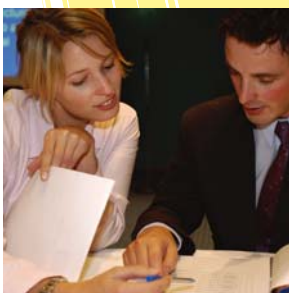
Excelling at Selling™ modules are divided into three main components:

1. Sales elements, which are the activities that are involved in any successful sales process. These include topics such as finding new business, understanding the customers needs, presentation skills, managing objections, gaining agreement and post sales.
2. Core sales skills, which are the skills required to excel at each of the sales elements outlined above. These include powerful questioning techniques, listening, negotiation, building rapport and keeping a positive selling attitude.
3. Generic skills, which are the skills that enable sales teams and individuals to maximise their effectiveness. This covers a broad range of topics including time management and teamwork.

As with all of our programs, *Excelling at Selling™* is conducted using a highly interactive approach. All modules include workshop style coaching, group activities and experiential learning activities that enable participants to experience the consequences of their own decisions and behaviours. These activities also provide the opportunity for new skills to be practiced; a key component in maximising the use of new skills in the workplace.

BENEFITS

This program is suitable for both new and experienced sales people. It systematically provides all the skills required by sales people to achieve peak performance.



SPECIFIC OUTCOMES INCLUDE:

Understanding of the components of exceptional selling.

Ability to perform each of the critical activities that help achieve top sales performance.

Development of the personal characteristics and skills required by all sales people.

Commitment to sales excellence.