



Sales Process Development and Training

Today's marketplace is increasingly competitive. Our objective is to develop the knowledge, skill and attitude so sales people approach each sales situation as a skilled professional with a WIN/WIN customer-oriented focus.

We can configure training for as little as a half-day or full-day sales meeting, up to a comprehensive multi-day sales training workshop. For individual development we offer one-on-one coaching and a one-day Persuasion Dynamics workshop.

Six Major Areas of Sales Development:

1. Sales Process Development & Training

- Define the sales process from account targeting and strategic account planning to conducting sales calls
- Sales presentation effectiveness
- Written proposal effectiveness
- Monitoring sales activity and results – the sales funnel

2. Category Management/Account Development Training

- Developing a strategic review of category /account profitability
- Calculating and maximizing category/account profit
- Determining value added – linking your product/service offering to customer profitability
- Presenting your category/account management ideas to the customer

3. Negotiating Skills

- 6 step negotiating preparation
- 13 negotiating tactics – how to use them and defend against them
- To determine and communicate the value added for your product, company and service
- Communications in negotiating



4. Sales Skills

- Time and territory management
- Strategic account management – targeting high potential accounts
- 5 step professional sales process – Relating, Questioning, Proposing, Supporting & Closing
- Account development – looking for other opportunities to add value and expand the business

5. Advanced Communication and Persuasion Skills

- Creating rapport in a short time
- Adapting to Visual, Auditory and Kinaesthetic styles
- Using tone, inflection and body language to be more persuasive
- Handling objections using 3 powerful techniques
- Eliciting values and identifying hot buttons

6. Inside Sales Training

- Using selling techniques by telephone
- Being a solution provider to customers
- Consultative selling skills
- Listening skills
- Handling customer concerns and diffusing emotional customers

Additional areas could include customer satisfaction skills training.

For more information, please call Greg Schinkel at (800)622-6437 or (519)685-2116 or email gschinkel@uniquedevelopment.com