

Leading Sales Performance

Workshop syllabus

Horizons Corporation

Led by: Marian Podoleanu

Duration: four days - eight hours per day including breaks

Description

Leading Sales Performance is a workshop geared to both novice and experienced sales professionals. It focuses on customer relationship building as an integral part of the sales process. This approach is grounded in the paradigm that every market's consumer base is finite. Therefore a funnel theory approach of "customer in and customer out", is counterproductive on the long term.

Order processing, performance metrics, understanding the sales cycle, goal setting and the 9 steps sales process are the main parts of the workshop. Productivity is key to all successful professionals; therefore we've incorporated a time management module.

With the aid of our communication and interpersonal skills modules, the participants will build their capacity to better understand their prospects and colleagues as people and confidently navigate through challenging interactions and negotiations.

In order to build situational influence skills and become confident communicators, we rely on many interaction based exercises & role play so the participants understand, digest and practice the theory.

In essence, the goal of the workshop is to bring structure to the sales practice, teach a useful, easy to use, set of skills and relationship building practices that will empower the participants to excel in their role as their brand's representatives in the market their company serves.

Looking forward to seeing you in class,

Marian Podoleanu

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Leading Sales Performance Syllabus

Day One

The workshop will start with an introduction of the topics, teaching methods and terminology throughout the upcoming four days. We'll also address any initial participants concerns and enquiries. The PROSPECTING MODULE is enriched with Communication guidelines and methods.

MODULE ONE – INTRODUCTION

- We will review the course aim and curriculum.
- Workshop attendance rules and participants' expectation.
- A sales representative's role in an organization.
- Terminology introduction.
- Microsoft Dynamics 2015 CRM introduction.

MODULE TWO

STAGE ONE – PROSPECTING

- Leads and Referrals. Sourcing, utilization and sorting.
- Prospect qualifying. Company specific & CRM criteria.
- Communication skills sub-module.
- Appointment setting methodology.
- Inbound and outbound sales calls.
- Editing CONTACTS, ACCOUNTS and OPPORTUNITIES in Microsoft Dynamics 2015 CRM
- Practice.

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Day Two

Qualifying the prospect is rarely possible in the first interaction, especially if its over the phone. In the next 2 modules we'll discover how to accurately qualify a prospect and carry on building a strong business relationship.

MODULE THREE

STAGE TWO - FIRST IMPRESSIONS

- Ingredients of a great first impression.
- Preparation and its importance.
- Stop, rewind, play.
- Environmental considerations.
- The importance of briefing and summarizing in relationship building.
- Marketing relationship.

MODULE FOUR

STAGE THREE – NEEDS DISCOVERY

- Active listening (Practical exercise).
- Color Personality profiling (Practical exercise).
- Question types (practical exercise).
- Situational influence principles.
- Summarizing.
- Practice.
- Introducing NOTES and TASKS in Microsoft Dynamics 2015 CRM

MODULE FIVE

STAGE FOUR – PRODUCT PRESENTATION

- Product knowledge base.
- Needs based product presenting.
- Incorporating supporting marketing documents in a presentation.
- The differentiation between PRODUCT & SERVICE.
- Microsoft Dynamics CRM – pricing matrix input.
- Practice.

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Day Three

The most stressful and difficult part of any sale is the negotiation phase during which the customer and the sales person are to agree on the monetary value for the service presented. There is usually an obvious disconnect here as the customer relates the price to the value of the problem it will solve, whilst the sales person, though wishes to make the sale, equivalents the value of the product to all the problems it can solve, and more often than not the value is higher than the one perceived by the customer.

MODULE SIX

STAGE FIVE – PRICE PRESENTATION

- Pricing & price presenting strategies.
- The misconceptions behind the word FREE.
- Up-selling and cross selling.
- Market knowledge related to customers and competition.
- Payment options, terms and documentation.
- Producing and attaching documents in Microsoft Dynamics 2015 CRM.
- Practice.

MODULE SEVEN

STAGE SIX – OVERCOMING OBJECTIONS

- Where do objections come from?
- Objection types.
- The five step process to effectively overcome objections.

MODULE EIGHT

STAGE SEVEN – CLOSING THE SALE

- What qualifies as a closed.
- Sales closing.
- Personality color profiling review.
- Order processing steps – The usual cycle used in most companies.
- Practice.
- Finalising a sale in Microsoft Dynamics 2015 CRM

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Day Four

So far, the sales funnel has been completed, and in these last sessions we'll address the after sales customer relationship management. Secondly, we'll understand how to best manage time in a sales environment and lastly we'll run a workshop review session.

MODULE NINE

STAGE EIGHT – REFERRALS

- Referral generation methodology in the sales cycle.
- Timing.

MODULE TEN

STAGE NINE – FOLLOW UP

- After sales customer retention strategies.
- Follow up during before the sale is closed.
- The “Desperation syndrome”. How poorly managed follow up can ruin your relationship with your prospective client.
- Communication channels to be utilized and frequency.
- The importance

MODULE ELEVEN

TIME MANAGEMENT

- Goal setting – the ability to plan
- Meetings – prepare, participate and engage participants.
- Productivity assessment (practice using the assessment form).
- The time allocation assessment.
- Planning & delegation components in Microsoft Dynamics 2015 CRM
- Minimizing and managing interruptions and distractions.

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REVIEW, FEEDBACK & CERTIFICATION

- Workshop review
- Assessment and individual instructor feedback (when possible)
- Certification and celebration of those who have participated and excelled.

NOTES:

- The course syllabus may change within reason due to the introduction of updated material, time restraints or other similar factors.
- The course is taught in English and Arabic.

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