

Understanding Sales Techniques

Program outline

- Overview of marketing
- Marketing Mix
- Product life cycle and pricing
- The B2B sales process
- The sales funnel
- Traditional 'presentational' selling / A I D A
- Features and benefits
- Objection Handling
- Need based selling;
 - Maslow and buyer's personal needs
 - SPIN[®] selling
- Strategic selling
- Rethinking the sales force

The content will focus upon practical strategies and behaviors of sales and marketing personnel and explore what they do and why

Benefits to the delegates

The attendees will:

- Be able to understand sales behaviours and strategies
- Be able to avoid being marginalised by sales strategies
- Adopt selected sales behaviours in dealing with stakeholders

Benefits to the organisation

The sponsoring organisations will:

- Anticipate sales strategies and ensure the procurement process is managed by the buying company
- Practical focus ensures that attendees return with practical tools, techniques and methodologies that they can apply straight away

Duration

1 day. Intermediate level program

Who should attend?

This workshop is aimed at practitioners who interact with sales staff and who need to manage the procurement process