

Influence



COACH-LED



VIDEO BASED



ALL DEVICES



CERTIFICATE



6 HOURS



This programme has been designed for sales professionals whose role requires them to find their customers and to influence their buying decisions.

While they understand the basics of selling business to business, this program will build on their current knowledge and help them develop practical skills, including; Prospecting, Qualifying & Approaching, How to Conduct a Needs Analysis, Pitching and Closing.

To further hone these new skills, the RedSeed manager-led coaching loop encourages and requires practice of these techniques with your team member and observation to ensure new behaviours transition into habits.

Who's it for?

- Sales managers.
- Sales representatives.

Topics covered

- Prospecting techniques to keep your pipeline full
- Finding leads that convert to sales.
- Creating positive first impressions.
- Asking detailed questions to identify the solution needed.
- Developing a powerful presentation for your prospects.
- Overcoming objections.
- Having great closing techniques to clinch the deal.

Optional extras

Customised videos, including an intro from your CEO. Filmed with your people and products. Customised video allows you to demonstrate how to use the techniques and to make it yours!

Learning outcomes

After completing this programme, your team will be able to demonstrate the following behaviours with confidence:

- Identifying target markets, businesses and potential buyers to keep their pipeline full.
- Generating leads.
- Getting the appointment.
- Overcoming call reluctance.
- Setting criteria and identifying a need.
- Targeting the right person within a business.
- Knowing your unique selling proposition.
- Meeting and greeting a new prospect.
- Creating a positive impression using effective communication skills.
- Asking great questions to uncover needs.
- Working within a budget.
- Developing and presenting a winning presentation.
- Managing questions.
- Uncovering objections using the trial close and managing them.
- Identifying buying signals and closing the sale.
- Following up professionally.
- Providing exceptional after-sales service and account management.
- Dealing with customer complaints.