

Sales is often thought of as the domain of high-energy extraverts that can talk underwater, however many years of observing and training sales people has demonstrated something very different. High performing business people who sell are often quiet, calculated and humble people who plan sales success and take pride in the careers they build.

After many years of research, it has been discovered that when individuals are presented with a solid framework and process for selling effectively, alongside opportunities for practice, anyone can sell – they just need a little sales essence or "swagger".

Key Learnings:

- Develop skills and attitude to ooze 'sales success'
- Identify ideal target customers or 'zebras'
- Develop and refine a sales pipeline
- Learn the fundamental sales skills needed to convert a prospect
- Identify your sales vision
- Develop a One Page Plan

Benefits:

- Fast Track your learning of Sales Performance related tools/processes
- Instantly implement your new sales skills on yourself or your business
- Work through the course at a time that best suits you
- Higher retained learning of new tools/techniques

Featured Tools & Techniques:

Camp 1 – Sales Essence – Developing skills and attitudes to ooze 'sales success'

- Personal Sales Goals
- Personal Sales SWOT
- Self Promotion

Camp 2 – Customers – What are they for you?

- Goals, Problems, Needs of customers
- Creating Demand
- Your Sustainable Competitive Advantage

Camp 3 – Process – The steps to success

- Sales Standard: 4 Step Approach
- Suspect to Prospect
- Prospect Criteria
- Activity Planning

Camp 5 – Skills & Techniques – What are they for you?

- Purpose, Process, Payoff
- Big One Page Plan

Camp 5 – Tactical Planning – That plan of attack

- Final Plans: Sales Vision & Strategy Explained

Approximate time to complete: 12 – 16 hours

Receive one-on-one online coaching support

Contact Amy to register – amy@coumansca.com.au or phone 03 5223 9200