Tel No:+97126654546 | Fax No:+97126654182 | Email: training@cmc-me.com | www.cmc-me.com



SM013:
Advanced Sales and Marketing Management:

Advanced Selling Skills and Business Development Strategies

Training Description:

Companies of all kinds rely on skilled, motivated and knowledgeable sales professionals to grow their customer base and increase their revenue. This intensive training is designed to give participants the knowledge and confidence they require to overcome objections, close more sales, and generate new business opportunities. Specific emphasis is placed on developing face-to-face communication skills, persuasion techniques, and sales negotiation strategies.

In this advanced sales training, participants will discover how to utilize interpersonal skills to quickly build trust and rapport with their customers and prospects. In addition, participants will learn how to effectively identify and develop key account customers by applying professional sales best practices.

- Plan, manage, and control the sales process to increase sales effectiveness
- Diagnose and resolve problems that create obstacles to new business opportunities
- Successfully resolve customer objections and close the sale
- Utilize time-proven sales negotiation techniques and persuasion skills
- Maximize social media selling strategies to increase revenue

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Describe effective strategies for developing new business opportunities
- ✓ Incorporate social media marketing best practices to increase sales
- ✓ Utilize body language to build trust and rapport face-to-face or over the phone
- ✓ Design a multimedia sales presentation
- ✓ Overcome customer sales objections and close the sale
- ✓ Customize a sales presentation to appeal to the four customer "*buying styles*"

Personal Impact:

- ✓ Greater Job Satisfaction
- ✓ Enhanced Communication and Negotiation Skills
- ✓ Improved Job Performance
- ✓ Opportunity for Career Advancement
- ✓ Improved Time Management Skills
- ✓ Increased Income Potential

Organisational Impact:

- ✓ Increased Sales Revenue Growth
- ✓ Greater Market Penetration and Brand Awareness
- ✓ Foster a Company-wide Sales Culture
- ✓ Improved Customer Service
- ✓ Increased Sales Team Morale
- ✓ Lower Sales Force Turnover

Training Designed for:

This course is intended for all Corporate Sales Trainers, Sales Territory Account Representatives, Sales and Marketing Managers, Field Service Representatives, Business Development Managers, Sales and Marketing

support Team Members as well as for anyone who desires to expand their expertise in sales best practices and procedures. Participants do not require any previous sales experience to benefit from this training.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- Advanced Communication Skills to Increase Sales
  - How to Make and Excellent First Impression
  - Overcoming Interpersonal Communication Barriers
  - Active Listening and Questioning Skills Development
  - Strategies to Improve Telephone Communication Effectiveness
  - Silent Messages: Interpreting a Customer's Body Language Gestures
  - How to accurately determine a customer's "buying style?"

DAY TWO:

- Delivering Dynamic Face-to-Face Sales Presentations
  - Top 7 Reasons Why Customers Don't Buy
  - Tips to Develop Trust and Rapport with any Customer
  - Time-proven Principles of Persuasion
  - How to Customize a Sales Presentation to Individuals and Groups
  - PowerPoint Presentation Tips and Techniques
  - Negotiation Strategies to Overcome a Customer's Objections and Close the Sale

DAY THREE:

- Managing Emotions in Sales
  - Understanding emotional intelligence
  - Power of likability
  - Improving money talk
  - Developing confidence, authenticity and likability
  - Understanding reactions under stress and conflict
  - Best techniques for top sales to manage stress
  - Setting and managing expectations for consultative selling
  - Emotional management in negotiations

DAY FOUR:

- Going the Extra Mile to Improve Customer Service
  - Cornerstones of Superior Customer Service
  - What do your customers expect?
  - How to Use Customer Service to Increase Sales
  - Creating Customer Service *"touch points"*
  - The Importance of Measuring Customer Satisfaction

Tel No:+97126654546 | Fax No:+97126654182 | Email: training@cmc-me.com | www.cmc-me.com

- Service Recovery Tips Tactics and Techniques

DAY FIVE:

- ❖ New Business Development Planning, Preparation, and Execution
  - Prospecting is a numbers game
  - Best Practices for finding New Prospects
  - Creating a prospecting Phone Script and Elevator Speech
  - Tips for Managing your Appointment Schedule
  - The Art of Qualifying Prospects
  - Setting Business Development SMART objectives
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

Aisha Relativo - Training & Career Development Manager
aisha@cmc-me.com / training@cmc-me.com
Tel.: +971 2 665 3945 or +971 2 643 6653 | Mob.: +971 52 2954615