

Sales and Account Management

Up to 50% Funding Support

From the Department for Employment & Learning

A 3-Day, highly focused sales and account management programme in modular format (one 2-day and one 1-day) allowing you to **develop current sales opportunities** while learning new skills.

- Understand The Buying Process
- Prospect Intelligently
- Qualify Opportunities
- Establish & Influence Decision Criteria
- Manage Your Pipeline
- Sell Consultatively
- Build and Maintain Relationships
- Communicate Effectively
- Develop Your Accounts



Sales and Account Management Programme

This professional business development programme centres on the core issues that confront businesses in relation to business-to-business selling and existing account/market development.

The programme will emphasise the professional, people-to-people elements of selling – Prospecting Intelligently, Qualifying Opportunities, Pipeline Management, Building (and maintaining) Relationships, using Advanced Communication Skills and understanding the importance of Account Development.

Most importantly, this programme looks at the sales process from the buyers' viewpoint – and concentrates on developing a consultative approach to each account and sales opportunity.

Module One (2 Days)

Selling Products or Services – The Management Challenge

- The Changing Role of the Salesperson
- The Purpose & The Objective of Selling
- Holden's 4 stages of Proficiency

The Buying/Selling Process

- The Buyers Cycle
- The Salesperson's Response
- The Professional Sales Call – SAPO
- The Complex Sale v The Simple Sale

Planning & Preparation

- Understanding USPs
- Value Statement Libraries
- Juran's 'Truth'

Prospecting and Getting The Appointment

- Customer Profiling
- Prospecting Techniques
- Getting the Appointment

Qualification Techniques (& How To Use It)

- Primary Qualification & Technical Assessment
- Should I Compete?
- Is it worth it? / Can I Win?

Sales Communication Skills

- Understanding Communication Skills
- Working With The Buyer's Perception
- Questioning/Listening
- The SPECS Questioning Technique

Selling to 'Different' Customer Types

- Buyer Types/Buyer Motives
- Deciding on Your Response
- The Customer Relationship

Decision Criteria (Why 'buyers' Buy)

- How To Influence The Decision Process
- The Golden Shot
- Handling Customer Concerns

The 'Consultative' Sales Process

- Selling Through The 'Consultative Approach'
- Spotting Consulting opportunities
- The 'Sales Consultancy' Cycle

Professional Negotiating (Win-Win)

- The Process of Negotiation
- The Difference between Selling and Negotiation
- The Fundamentals Of Why Negotiations Fail
- Proposing – Asking For What You Want !
- The Psychology Of Bargaining
- Closing the process

Gaining The Order

- Closing – How Important Is It?
- Getting Commitment
- The Fear Of Rejection

Managing Sales Development

- The Sales Funnel
- Pipeline Management
- Sales Forecasting Techniques
- The 4 Keys to Sales Effectiveness

Module Two (1 Day)

Account Management & Protection

- Managing Perceptions and Expectations
- Exploiting Good Customer Service
- Territory & Account Allocation

Account Development Strategies (ADS)

- Determine the Factors - Plus and Minus that affect the Outcome of your Sales
- Using Teams As Competitive Edge
- Building On The Account Relationships – The Trusted Advisor
- Develop Strategies that Maximise your Market Penetration and Protect your Existing Accounts
- How to Sell in Partnership With Each Account
- Establish Long Term Business Objectives for New accounts - and Plan Further For The Major Accounts

Format & Support

Three days of one 2-day module and one 1-day module meaning no long period out of the sales field. The period between modules is approximately two weeks.

Post-programme on-line support is available for 4 weeks after the last day.

You Will Learn How to:

- Adopt a systematic and strategic approach to gaining business.
- Develop the sales skills required for success in competitive markets.
- Understand the importance of an 'Account Development' approach to selling.
- Apply rigorous qualification.
- Be better able to recognise and influence decision criteria
- Be better able to recognise sales possibilities and opportunities.
- Be more professional and objective in sales forecasting

Who Should Attend

Account and Sales Managers who have a remit for sales performance; those about to move into selling; those who are currently selling but have had no formal sales training; those with sales experience and who wish to revise their skills levels; those whose role is to support the sales process within an organisation.

Further Details & Dates

Tel: 028 38336400

info@beckinridge.com

Fee & Funding Support

| Company Numbers | Level of Funding | Fee per Person |
|-----------------|------------------|----------------|
| 1 – 249 | 50% | £457.50 |
| 250 Plus | 25% | £686.25 |

Normal fee without funding is £915 per person