

Professional Sales Skills

WHEN YOUR BUSINESS
TAKES A NEW TURN
ACROSS BORDERS...

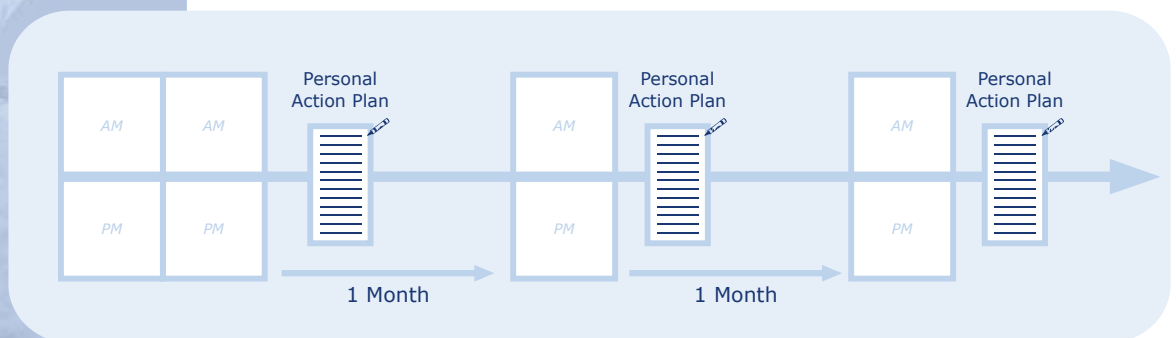
WHO WILL BENEFIT FROM THIS SEMINAR?

This seminar will be beneficial to individuals or teams who need to improve or review their sales performance skills.

WHY SHOULD YOU ATTEND?

You will learn:

- How to build a customer relationship:
 - How to gain attention from potential customers during sales calls;
 - How to gain trust with potential customers so that they give crucial information about their particular needs, the people involved in the decision making and each one's importance in that process, especially with large accounts;
- Key concepts in commercial communication about the advantages and benefits of the products and how to sell value;
- Tips and tricks in questioning skills, objection handling and closing techniques.



METHODOLOGY

The learning during the workshop is practice-oriented. Through case studies in small groups and role-playing exercises, you will receive an insight into your selling approach and have the opportunity to test your skills and techniques.

By the use of additional interactive tools, the learning will be reinforced. Feedback is a key feature throughout the program.

At the end of the workshop you will have an action plan to take home, which will give you a clear idea of the process changes and steps needed to optimize your sales performances.

PRODUCT RANGE

Effective Negotiation Skills
Sales Opportunity Management
Value Selling
Writing the Winning Proposal
Effective Presentation Skills



CONTENT OF THE SEMINAR

This program is a practical approach for high performance selling. After an introduction on customer communication, namely developing a positive approach and feedback, the seminar continues with training on professional communication. How to structure sales calls and getting commitment will be discussed.

Next, we will focus on questioning techniques, the funnel of questions and our NEEDS approach. The seminar is completed with training on objection handling, price versus value communication and closing techniques.

During the seminar all basic selling skills together with newly acquired skills and techniques will be discussed, practiced and implemented.

The program is spread over a period of time. The advantage of this powerful approach is that the participants will have the opportunity to implement the learning and to discuss successes, difficulties and results in the next session.

DURATION

The workshop in total lasts 4 days and is spread over a few months.

LANGUAGE

English, Dutch, French, Spanish, German, Italian.
Other languages on request.

LIMITED NUMBER OF PARTICIPANTS: 12

I would like to be contacted for more specific information on 'Professional Sales Skills' by : phone Email

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First Name:
Company:
Title:

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