

Relationship Selling Skills - Outside Sales Course

Course Objectives: Equip the participant with a complete understanding of the service skills needed to provide positive and professional support.
Who Should Attend: Owners, Managers and Outside Sales Personnel.
Course Duration - Outside Sales Training: 2 day class - 8:30 AM-5:00 PM each day.

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PLANNING

- Best practices for sales call planning
- Establishing your daily objectives
- Organizational skills planning, prioritizing and managing daily tasks
- Techniques to overcome costly common time traps

"I will now be more effective with my current customers and in doing cold calls."

- Charles McCord, Nyquist
Baltimore, MD

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PPORTUNITIES

- Techniques in maintaining a positive attitude and self motivation
- Evaluating your company's sales opportunities
- Embracing change and understanding customer's changing needs
- Building rapport with internal and external customer



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ELECTING TARGET ACCOUNTS

- Research and planning techniques to develop your sales funnel
- Qualifying and defining your business targets
- Developing the right approach, getting the appointment
- Preparing today for your future success

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MPRESSION

- Creating a positive impression every time
- Building positive rapport, being genuinely interested in the customer
- Maintaining a professional image
- Developing your unique value proposition

"I wanted to learn more about the sales process and this class is it! I understand the value of having objectives, asking questions, the importance of greeting, show empathy, a positive attitude, etc."

- Sheamies McQuade, Wesco Auto Body Supplies
Lynwood, WA

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RACKING NEEDS

- Asking appropriate questions to identify needs
- Having a thorough understanding of your customer's needs
- Taking notes and actively listening to your customer
- Confirming the next action

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NTRODUCING THE RIGHT SOLUTION

- Developing your presentation and involving all the decision makers
- Being knowledgeable about your offering
- Presenting the right solutions with passion and enthusiasm
- Overcoming objections



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ICTORY

- Closing with confidence
- Closing techniques
- Knowing when and how to ask for the business and when to stop talking
- Gaining commitment and loyalty

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NGAGING IN A LONG LASTING RELATIONSHIP

- Successful execution of goals
- Continue to set collaborative action plans
- Conduct account Business Assessment Meetings
- Build your referral network

A Positive Attitude Is Everything

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