

Earning the Business and Keeping the Customer CERTIFICATION COURSE

Sales Training

Instructor: Norman Rose President of Excel Sales Consulting Inc.

Course Description: This customized Sales training certification course will teach Sales Professionals how to apply effective Selling Skills that will focus on enhancing their, internal partnerships, and their customer service and selling skills. They will be provided with a toolbox of customer relationship building and selling skills that they will understand, relate to, and be able to apply effectively every day. Participants will learn how to set strategic goals, to achieve their maximum sales and service results.

Who Should Attend: Sales Managers and Sales Professionals

Course Duration: 3- Day Course Highlights

Sales Process Steps:

Module 1 – Prepare for your success – positive attitude and teamwork, daily planning and prioritizing, managing tasks, time management, applying focus, making time to prospect, avoiding costly time traps, preparing for the customer, know your competitors, know your product and industry to create a competitive advantage over your competition.

Module 2 – The Power of a Positive Mindset Create a positive first impression - image – understand customers' expectations, gain immediate interest in your approach, selling your company, Communications Skills – listening skills, professional phone manners, greeting, the customer, dealing with interruptions, managing multiple customers, dealing with difficult people and solving complaints.

Module 3 – Identify Prospects' needs - asking appropriate questions to identify needs, having a thorough understanding of your customer's needs, actively listening to your customers, paraphrase, take notes, confirming the next action.

Module 4 – Presenting the right solutions with enthusiasm, paraphrasing and summarizing your customer's needs, asking for feedback, communicating that you are listening to their wants/needs, show and sell, sharing information and guidance, being clear and concise.

Module 5 – Overcoming Objections addressing concerns thoroughly watching for buying signals, steps to overcoming customer objections, presenting best options based on customer needs and offering solutions

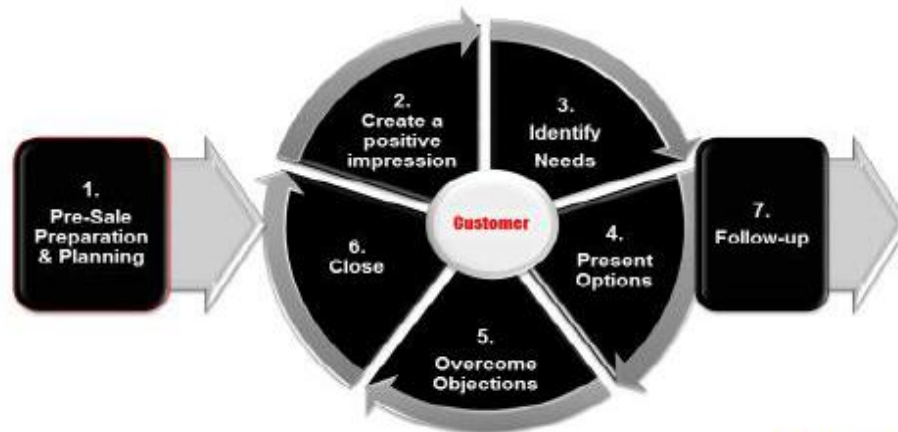
Module 6 – Closing the Sale- Ask for the sale (close). Techniques to help you close, the essentials of closing, recognizing body language when closing the sale, techniques on how and when to ask for the sale, up selling when applicable.

Module 7 – Follow- up systems to keep in touch with prospects and existing clients; to develop and securing repeat

Earning the Business and Keeping the Customer

Creating the Ultimate Customer Experience Retail Sales Training

Excel Sales Consulting Customer Relationship Sales Process



A Positive Attitude is Everything



Training Highlights:

- Best practices for developing a positive attitude and teamwork
- Organizational Skills, daily, weekly and monthly planning tips and techniques
- Best practices and Tips and Techniques for Prospecting
- Tips to making the great first impression and creating value
- Asking the Right Questions and Tracking Customer's Needs
- The Solution creating and delivering the ultimate proposal and presentation
- Overcome objections
- How to Ask for the Sale and Close and Win the Business
- Account Retention Strategies
- Goal Setting Exercises - Set defined action items to achieve goals

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Creating the Ultimate Customer Experience Sales Training

Creating the Ultimate Customer Experience:

- Communication Strategies: effective listening skills, e-mail and texting etiquette
- How to collaborate and effectively work with external company employee partners to ensure customer satisfaction
- Professional phone manners
- How to manage difficult people and steps to solving customer complaints
- Create best practices for customer service

Expected Learning Outcomes:

- Enhance overall selling skills and professionalism and teamwork
- Develop sales planning and organizational skills
- Improve overall customer relationships
- Strategically set goals to enhance overall sales and customer service performance
- Create overall consistencies using a proven Sales Process to win NEW Business and Customer Retention
- Create a positive work environment that will enhance productivity and performance
- Increase employee retention through job satisfaction

Resource included in the training:

- Role play exercises
- Goal setting worksheets
- Video demonstrations
- Toolbox of Best Practices resources documents that they can relate to and be able to apply effectively every day
- Certificate upon completion of the training

Participants learning will be measured by:

- Sales Manager's will have one on one performance evaluations and goal setting reviews with their sales team members
- Employees will do a self-assessment
- Accountabilities will be set by all management for students and employees to set and track individual goals
- Goal setting achievement