

# SELLING FOR RESULTS

## Improve Your Strike Rate and Enjoy the Entire Sales Process

Whether you are in direct or indirect selling, transactional or relationship selling, are new to sales or have years of experience, this workshop will give you a range of approaches to give you the competitive edge and differentiate you as a professional sales person. Increase the quality of a sales conversation and improve conversion rates using techniques designed to meet the changing and increasingly competitive marketplace.

Build on your strengths and improve every aspect of your approach to the sales process with this insightful, tailored workshop.



### Workshop Content

Every workshop is tailored to suit the sales environment of your organisation and industry, while also drawing from our team's combined experience in sales across a wide range of industries. The workshop covers the key skills of planning and prospecting, engaging and positioning, discovery and matching. The crucial tools of relating and recommending, objection handling and progressing to the call to action and close are also covered in depth. Participants will be required to respond to a short pre-session questionnaire by email as part of the workshop prework.



### Learning Outcomes

**Upon completion of this workshop, participants will be able to:**

- Improve sales conversion rates and increase sales effectiveness
- Understand the impact of each step in the sales cycle and how to utilise personal strengths to maximise results
- Improve confidence in approaching new and existing clients
- Develop a sales process with consistent language
- Draw out and diagnose the opportunities and unmet needs
- Demonstrate a clear correlation between client needs and benefit driven recommendations
- Learn to love objections and use them to your advantage
- Understand observable behaviours that differentiate good and great
- Set personal development plans for continual improvement



#### Recommended Audience:

Anyone who is in a sales role



#### Delivery:

Face to Face (recommended) or Virtual



#### Course Duration:

2 Days



#### No. of attendees:

10-12 per workshop

**talkforce**

communication | leadership | coaching



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