



Training  
programme

## SALES SKILLS 2

in-room  
or on-line

### ■ OBJECTIVES

- ▶ **Overcome objections.**
- ▶ **Motivate your prospects.**
- ▶ **Commit them to decisions.**

### ■ CONVICTIONS

- ▶ Prospects' doubts and objections are opportunities to sell - if done well.
- ▶ The mutual trust and empathy of the salesperson created in the previous discovery and argumentation phases facilitates the a serene handling of objections.
- ▶ Sales interviewing techniques help to know when and how to to the next step and close to move the deal forward.
- ▶ When the differentiating factors of the offer are weak from the prospect's point of view, the human factors in sales meetings count threefold.

### ■ TARGETS

- ▶ Salespeople at all levels who have B2B sales conversations. Even seasoned salespeople appreciate this training and improve their skills. From the young salesperson to the Sales Director, all progress significantly in this training. Prerequisite: To have followed the "Pre-sales techniques" training.

### ■ CONTENT

1. Review key learnings from the "Effective Sales Interviews 1" course. Classify and overcome explicit objections serenely. Dig out and deal with hidden objections.
2. Test the prospect's point of view and, if necessary, subtly make him or her reconsider. Gaining confidence to click on the motivation and closing steps of the interview. Practice and adopt the techniques of conclusion testing and closing by weighing.

### ■ METHOD

- ▶ You benefit from presentations and exercises to make our toolbox your own. You are given time to prepare, conduct and improve key selling steps 3 and 4 of sales interviews, by simulating your foreseeable future sales situations.
- ▶ You review your videos in private with the trainer, who gives you detailed feedback. At each video review, you receive specific practical recommendations. Thus, during the training, you integrate your new knowledge from exercise to exercise. You evaluate yourself and the training: at the beginning, at the end, and again afterwards.
- ▶ You share best practices and findings among group members in a positive atmosphere. You enjoy stimulating exercises and a teambuilding effect.
- ▶ With this method, you will acquire new habits which prove effective and long lasting.

### ■ MODALITIES

- ▶ In-room: 2 consecutive days with 2 trainers and 2 rooms. Advantage: participant relations.
- ▶ On-line: 4 mornings + 45 mn individual feedback per afternoon + 1 hour on the third day. You receive in advance: objectives, programme, zoom code and participant manual. Advantages: you practice useful tips for remote sales and receive more in-depth feedback.
- ▶ In case of disability, please contact us to find an accommodation.
- ▶ Price 1840 € excl. tax per participant. In-house price: please contact us.