



Conducts

One Day Training Program On

“Selling Strategies For Managers”

Course Description:

This course provides the systems and tools to build a credible and coherent sales strategy in order to develop your customer accounts to their fullest potential. You will learn how to accurately analyze your marketplace, understand your customers, and forecast future sales. Delegates will leave the course confident in their ability to create and communicate a clear strategy for all stakeholders in the sales department

The course is designed for senior sales professionals, sales leaders, senior account managers and all individuals who are required to operate at a high level within the sales function.

Objectives:

- Understand the pre-requisite of an effective Sales Managers
- Understand their own strengths & development opportunities
- Understand and practice Customer Interaction
- Understand & Practice a Model of Negotiation



Course Outline:

- Strategic Selling methods
- How selling has changed over the years
- Discover the traits that create dominant sales professionals and the critical attributes and competencies that are essential for sales success.
- Learn about the relationship resiliency that comes from Preferred Position and how to honestly diagnose your present position within a customer's enterprise.
- Find the Area of Opportunity
- Create the strategic advantage over your competitors.
- Develop a Strategic Selling Plan and a Sales Call Plan.
- Understand your personal "customer interaction style" and how well you balance position-building behaviours.
- Learn strategies for creating a dynamic relationship with your customers, which will enable you to grow together profitably.
- Creating and evaluating the strategic plan

Trainer Profile – Mr. Sarfaraz

Sarfaraz is a business consultant and trainer, and an expert in developing people to achieve peak performance and excellent results. For the last 7 years he has been involved in the delivery of training and consultancy across many sectors including Private Enterprise, Local Government, SME's, Large MNC's and many Educational Institutions too.

His broad experience originated in the Service & Mfg sector, including Sales & Customer Service. During this time, he was responsible for production and sales management, and operations management. Throughout his career Sarfaraz has been involved in Operations, Sales & Customer Service, managing individuals and teams in order to achieve target outcomes. He has been associated with various staff development centres and has applied 'action learning set' techniques. Through this, he acquired a balanced experience of managing teams of staff and a wide range of experience in the delivery to Indian corporates.

TRAINING PROGRAMME FEE :

Rs. 3,500/-per participant + 18% GST.

GSTIN : 33AFKPG7543M1Z5 SAC CODE : 999293 (Commercial Training and Coaching Services)

It covers Course Material, Buffet vegetarian lunch & refreshment.

Cheque / DD drawn in favour of “Maxwell Centre for Industrial Training and Development”.

Registration Terms & Conditions:

- Clients, who are nominating 2 or more than 2 participants, will avail 10% discount on the total cost.
- Cancellations are subject to a service charge. Substitutions are acceptable.
Maxwell Academy Private Limited has the right to cancel a workshop if the attendance does not meet the 7 person minimum. In this instance, all payments will be fully refunded.
- Please contact us at 9841985110 if you have a group of 10 or more. Customized training may be proposed.
- Training Venue are subject to change based on the number of participants

Date and Time:

22nd February 2019

Friday

10 am – 5 pm



Venue:

Hotel Madhav International,
Pune

Maxwell Centre For Industrial Training & Development

New no.12, Old no. 35, V.P. Akilan Street, M.G.R. Nagar, Chennai-78.

Phone: 044-4261 6430 | 044-4203 3075

E-mail: clarapoulin@maxwellacademy.com

Website: www.maxwellacademy.com

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