



Sales Management - Negotiation & Closing Strategies

Course Outcomes:

- Develop a strong team by evaluating, training, and coaching them to drive results through the selling process
- Plan and conduct market research to identify market trends
- Conduct effective sales training meetings
- Develop strategic sales plan to lead sales team to implement strategies
- Deliver customer-focused sales presentations
- Direct sales forecasting activities and set sales team performance goals
- Communicating an Effective Sales and Marketing Message
- Overcoming common Communication Barriers
- Listen while you Work
- Questioning Skills to uncover Customer Expectations
- Telephone Tips to improve Sales and Marketing Effectiveness
- Understanding Body Language Gestures
- Identifying your Leadership and Communication Style

Course Outlines:

- Creating a Customer-Focused Sales Team
- Reasons Why Customers Don't Buy
- Delivering on the 7 Customer Expectations
- Sales & Marketing Persuasion and Negotiation Strategies
- Designing a Customer involved Presentation
- How Customer Service can increase Sales
- Dealing with Customer Objections in a Professional Manner
- Managing a High-Performing Sales Team
- Tips for Recruiting High-performing Salespeople
- The Interviewing, Qualifying and Hiring Process
- Managing Employee Turnover
- How to Plan and Run Successful Sales Meetings
- New Hire 90-day Training Plan
- Team Building Techniques to Promote Teamwork and Mutual Support
- Powerful Strategies for Motivating Salespeople
- Leadership Traits of Successful Sales Managers
- Abraham Maslow's Hierarch of Needs
- Factors that Motivate and Demotivate Salespeople
- Considerations for Designing a Sales Contest
- Coaching and Mentoring Skills to Improve Productivity
- Planning and Conducting Effective Sales Meetings
- Leading the Way to Increased Sales Effectiveness
- Steps for Developing a "positive mental attitude"
- Personal Development to Leadership and Public Speaking Skills





- Know your Numbers: Setting SMART Objectives
- Stress Management Tips to Maintain a Balanced Lifestyle
- Time Management Principles to help you see more Customers
- Action Planning for Continuous Improvement

