

Sales Training

Module Topics

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Sales Pipeline

1. Sales Pipeline & Forecasting
2. Measure Activity Metrics
3. Your Success Formula
4. Keeping a Scorecard

Time Management

1. Triage
2. Rules of Time Management
3. 80/20 Rule
4. Time in the Field

Commercial Skills

1. Margin v Mark Up
2. Price vs. Profit
3. Rebates & Subsidy's
4. Impact of Discounting

Closing the Sale

1. Body Language
2. Yes lives in the land of No
3. Follow Up & Win
4. Up Sell & Cross Sell

Sales Negotiation

1. Process
2. Levels of Commitment
3. Tactics
4. Body Language

Prospecting

1. Methods of Prospecting
2. Prospect Selection Criteria
3. Prospect Research
4. Know How and Why they Buy

Value Proposition

1. Why do Customers Buy From You
2. Customer Experience
3. Rules of Engagement
4. Brickwalls

Channel Management

1. What is it?
2. How does it work?
3. Channel Conflict
4. Clarity = Profit

Debtor Management

1. Relationship vs. Cash Flow
2. Credit Limits
3. Debtor Day Reduction
4. Account Management

Information Management

1. Know your Customers
2. CRM
3. What to Record
4. Paperwork & Reporting

Customer Loyalty

1. Building Loyal Customers
2. Strategy for Loyalty
3. Service Standards
4. Retention

Sales Plans

1. Individual Sales Plans
2. Develop a Territory Attack Plan
3. Call Objectives & Results
4. Customer Service Standards

Know Your Sales Team

1. Hunters
2. Farmers
3. Insightful Sales
4. Performance Benchmarks

Lead Qualification

1. Ideal Customer
2. Asking the Right Questions
3. Scotsman
4. Listening Skills

Presentations

1. Confidence
2. Blueprints
3. Audience Engagement
4. Close with offer they can't refuse

Communication

1. Methods
2. Styles
3. Personalities
4. Building Rapport



Members



Members



Members



Accelerator



Train for Experience

• always doing it better •

Recruit for Attitude

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