

Managing Sales & Accounts

Selling is only one part of the sales process. Once you have a sale, you need to nurture, grow and manage the sale as it is so much easier to 'hold' a customer than to find a new one.

This program is designed to give participants, especially generation X and Y the comprehensive skills and knowledge required to sell and to manage for the long term. The program will also focus on the relationship between effective account management and sales growth for business success!



"Leadership and learning are indispensable to each other."

John F. Kennedy

What you will cover

- Use the 6 steps of selling to succeed
- Improve & use highly effective communication & presentation skills
- How to use questioning techniques effectively
- Use the sales funnel to increase performance
- Recognise and respond to buyer behaviour
- Building & managing key relationships
- Generational issues that affect buyer resistance
- Building strategic pathways between businesses
- Using and tracking data for reliable management and forecasting
- Develop planning tools to set and master key account objectives
- ongoing structure in a changing management development world

How will it be delivered?

This is offered over 2 x 3 hour modules with each module offered a week apart to enable practical workplace application in between.

How you will benefit

- Improve planning and execution skills
- Generate consistent growth in sales
- Establish and grow relationships that build the business & become your referees
- Make better customer based sales decisions
- Improve your ability to earn more
- Become an exceptional sales professional

Who should attend?

- Face to face sales
- Phone sales staff
- Sales staff managers/team leaders
- Roles in managing and developing accounts.

Your facilitator will provide up to three months of email and telephone support after your course!