

Selling in Difficult Times

When times are tough selling has to get back to the basics to retain conversion rates and to make sure sales budgets can be achieved and maintained.

This program is designed to give participants the skills, knowledge and ability to sell during difficult economic times by re-connecting with and maximising sales skills and introducing high impact new techniques.



"Success is not the result of spontaneous combustion. You must set yourself on fire!"

Fred Shero,

Philadelphia Flyers & New York Rangers Coach.

How you will benefit

- Learn how to use & take away some excellent tools & techniques to assist in the sales process
- Develop a plan to find opportunities that otherwise would be missed
- Understand the "Blue Ocean" strategy & learn how to use it for your benefit
- Re-focus & update selling skills & techniques to increase sales
- Learn how to use gaps in the sales cycle to increase sales

Who should attend?

- Current sales staff
- Sales managers
- HR/contract negotiators
- Any staff who have a customer contact role

What you will cover

- Understand and identifying your current industry and economic circumstance
- Identifying and understanding the 5 don'ts and how to manage them
- Develop improved planning and research process to maximize sales
- Identifying and understanding the 5 secrets to success
- Measuring to win and managing the process
- Training and how to improve your skills on an ongoing basis
- What generates the best qualified lead to maximize sales potential
- Understanding and using the buyers journey

How it will be delivered

Selling in Difficult Times covers 2 modules of 3 hours each run over 2 weeks.

After each module participants will be given workplace activities to practice & apply.

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