



INTRODUCTION

Do you want to increase your sales and increase your market share? The old ways of doing business are being challenged by creative, innovative technologically advanced ways of doing business as the sales person is required to be more productive. This course will help you obtain and maintain a competitive edge through stepping up on your marketing, differentiating your business and targeting new markets.

COURSE OBJECTIVE

- Gain a competitive advantage
- Reach sales targets
- Increase sales and market share
- Increase sales productivity and performance
- Understanding challenges to sales productivity and performance
- Sharpen selling skills

OUTLINE

- Selling yourself first
- Understanding the language of sales
- Understanding the talk
- Connecting with customers and increasing sells
- Seal the deal
- How to build rapport
- Manage Sales Data
- Technology and processes to increase sales and productivity
- Identifying current innovative and digital ways to improve sales and productivity
- Digital marketing

WHO SHOULD ATTEND

Marketing Executives, Sales consultants, tertiary managers and sales managers who want to improve sales

DURATION

2 Day