



1
DAY

WORKSHOP

ADVANCE THE SALE: The Strategic Sales Meeting

This one-day workshop will help the participants elevate their sales conversations to be more strategic. It will ensure they become more proficient in front of customers, elevate their levels of influence and advance any sale without damaging trust.

WHAT MAKES THIS DIFFERENT?

This workshop helps a salesperson advance a sale to closure without any expectation or pressure on them, or the customer, to 'close the deal'.

KEY LEARNINGS

1. Once the low hanging fruit is picked, learn how to double down and advance the tougher sales
2. Develop stronger account management skills so that you can make contact and add value to each discussion
3. Expand SOW (Share of Wallet) by engaging your buyer in upselling or cross selling opportunities to add value to their business.
4. Identify and incorporate buyer expectations regardless of the different buying processes and timeframes.
5. Create urgency and shorten the sales cycle without pressuring the buyer
6. Communicate value, insights and strategic activities to advance the sale.
7. Build out a value added quarterly business review for clients to maintain and retain the business

This one-day workshop will change the way you engage on an ongoing basis with your customer or prospect. It will focus on the sale, create urgency and is based on best practice.

WHO WILL BENEFIT

- Salespeople who want to know more than how to open a sale and close a sale
- Sales leaders who want to upskill themselves and their team outside of basic professional sales training skillsets
- Business owners who want to retain their incumbent status regardless of whether there is something additional to sell or not

INVESTMENT

1 DAY – \$795.00 per person. Group rates apply.

VALUE RECEIVED FROM 'BOOTS ON THE GROUND' SALESPEOPLE

- Increasing the strategic conversations in relation to planning my sales meetings
- Learning how to run quarterly business reviews (QBRs) for my customers and being seen as a consultative advisor
- Delving deeply into the prospects world and gaining an understanding of their world views to help cut to the chase
- Having a structure for a sales call is key and identifying how to structure that meeting was helpful
- Understanding the difference between the sale and the call objective was a lightbulb moment and made sense
- Learning to be of value to the business and not just be a rep
- Digging deep on how to quantify a sale and how to qualify an opportunity has helped my approach and focus

Advance Your Sales - Call Us Today on +61 3 9746 2171