

Q *How can we win more profitable business?*

Your goals

Gaining and retaining more customers

Motivating and persuading clients

Answering the price objection

Adapting sales technique into the professional world

Selling Professional Services

The world famous programme that delivers business results!

To be effective in these demanding times requires true professionalism. In this practical and participative course, your sales team will learn the latest ways to apply professional solution-based selling techniques.

Through a carefully constructed programme of group projects, individual exercises, videos, discussions and input sessions, technically qualified people will see how they can be more professional in their selling and business development activities.

Throughout the programme, working with easy to use worksheets, participants will be able to personalise all aspects of their offer around their own products and services. Both new and experienced staff will leave the course better able to motivate and persuade, propose and negotiate - and be better able to close more profitable business.



You will learn

- Professional selling today - the skills and qualities you need
- Setting volume-driven business goals
- Overcoming barriers to success
- The TACK Selling Cycle of key activities
- Setting objectives and planning milestones
- Questioning and listening skills to probe and identify real needs
- Offer Analysis - the vital discipline which assembles the features of your offer, converts them into benefits and relates them personally to each customer
- Identifying and qualifying potential clients
- Clients' decision making processes
- How to answer objections, how to close a sale
- Negotiating the deal
- Winning proposals and persuade presentations

Who will benefit?

Technical and professional people from all backgrounds. Also management and other non-sales personnel who need greater sales awareness.

Programme high points

- **Practical worksheets** you develop for immediate use in the field
- **Offer Analysis** to convert features to benefits to motivational 'You Appeal'
- The in-depth **presentation planning** form

All TACK courses are highly interactive and are run under licence from TACK Training Worldwide Ltd

TACK International P O Box 55922 Nairobi Kenya

Tel 020 272 3535 E-mail office.ke@tackafrica.com Web site www.tackafrica.com

Sales - management - communication - telephone - finance