

## Sales Sprint

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**This unique program lays the solid foundation base for both individuals who are seeking to build a sales career, as well as organizations who want to elevate the performance of their sales teams through:**

**This workshop provides basic concepts of sales. It is a headlight for sales persons on their career clarifying basic critical elements such as sales role, loyalty, sales process, different functions within sales organization.**

**Also, this workshop provides the basic inevitable toolbox for Successful selling. It helps determining what to do, when to do it and how to do it. In sales putting enough effort is not enough, it has to be in the right place at the right time.**

## Outlines:

### I. Basic Knowledge:

- What is sales?
- Sales vs. other customer focused functions
- Finance for sales
- Customers motivation
- Selling cycle and purchasing cycle

### II. Mandatory Knowledge

- Different sales functions within the sales organizations
- Sales channels and different types of selling
- Marketing for sales professionals

### III. Operational Excellence

- Customers and their motivation
- Selling cycle and purchasing cycle.
- Basic steps for successful selling and mastering the sales cycle

### IV. Organizing the Skills

- Essential selling skills.
- Active prospecting and qualifying
- Sales funnel management
- Approaching & communicating with the customer

### V. Tactical Tips

- Offering
- Presentation
- Competition
- Negotiation
- Closing techniques
- Questions

**Duration:** 24 hours to be conducted over 3 full days (8 hours each)