

SALES PROSPECTING TECHNIQUES



TARGET AUDIENCE

Sales representatives responsible for the promotion and sale of services (market managers and similar).



GOALS

Understand and master the techniques of prospecting and sales in order to place a winning business relationship winning with customers.



PREREQUISITES

Master the technique of "freight" sales.



EDUCATIONAL MODALITIES

Case studies, video projection, role plays and scenarios followed by a group debriefing, exchange of practices, group reflections and debates.



DURATION: 4,5 Days



PROGRAM

- Set up a commercial prospecting plan
- Apply the interview preparation methods prospecting and sales (in-depth study of module FL 06 "Commercial communication techniques")
- Apply the methods of developing a negotiation (in-depth study of module FL 06 "Techniques of commercial communication ")
- Customer loyalty
- Manage negotiations effectively