

Professional Field Sales

Duration:

Two days

Objective

This comprehensive two day Field Sales Training course will equip delegates with the ability to identify, attract and engage potential customers.

Our programme covers the entire sales process, focussing particularly on what we can do to improve our sales conversion rates, making this programme the ideal platform for both novice and experienced sales-people alike.

We'll provide proven techniques that can be used immediately to help re-focus efforts and get the desired results. Everything is covered from prospecting and appointment making through to presenting the proposition and closing the sale.

Contents

Professional behaviours, attitudes and dress-code
Understanding different cultures and adapting accordingly
Effective prospecting and cold calling
Gatekeepers and how to get past them
Appointment setting and aligning expectations
Qualifying hard and early
Effective email and other forms of written communication
Effective communication skills including questioning technique and listening skills
Making the right first impression face to face
Presenting professionally
Objection handling workshop
Understanding how honesty and directness translates to integrity and reliability
Creative problem solving and dealing with challenges
A variety of creative and impressionable ways to 'close a sale'

Who should attend

Professional Field sales training is ideally suited for Account Managers, Business Development Managers, Field Sales Executives, Commercial Managers and those making the transition into the field from an office based role.

Course benefits

Increased sales revenues and conversion rates with higher profit margins
Reworked sales conversations
Improved confidence in sales forces
Any bad habits revealed
Re-evaluated brand messages
Improved relationships with key clients

Additional information

Management Club members can achieve a 20% discount off this two day course. To find out more about how to become a Management Club member, please call us on 02890 439624 or email: enquiries@cosensa.co.uk

Certificates

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E: enquiries@cosensa.co.uk
w: www.cosensa.co.uk

All delegates who successfully complete this course will receive a Certificate of attendance.

Trainers background

The trainer for this course has extensive experience in design and delivery of sales related training programmes. They have been successfully delivering training to both public and private sector organisations for over twelve years and previously held a number of senior sales positions in variety of industries.