

ACCELERATE TO WIN SALES PROGRAM

Professional Selling Skills for Sales Executives



BUILDING PASSIONATE SALES TEAMS

Helping Companies Grow

Faster | Better | Smarter

www.rooftopsales.com

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Delivery Methods:

- Self-discovery and critique.
- Group exploration and facilitator led discussions.
- Practical exercises.
- Best practice theory exploration.

The success of as a field and distribution sales professional depends on how efficiently and effectively they can manage their sales territory. It is important to build strong sales pipelines and advance sales opportunities with a focus on growing relationships with key and high potential customers.

Field sales executives are accountable for the quality, direction and quantity of the sales activity within their territory. How well they can plan and manage this will ultimately decide their overall performance. When territories are managed properly, strategic or key customer relationships are grown through account plans. When the territory is structured using business planning and exploring territory growth proactively, field sales people advance key sales opportunities and they achieve sales territory targets.

This training programs introduces a simple five step process to properly manage and plan a sales territory. The process guides participants through setting strategic sales goals based on close analysis of the territory itself, scoring customers for their potential, applying best practice territory routing/coverage patterns, and evaluating their results.

At the core of this program is a more effective and more professional sales approach. This approach depends on asking a series of questions in a specific order. It will enable participants to find out their customers' needs, uncover problems, and ask questions that help the customer realize the problem he hasn't been paying attention to is now too big to ignore.

Moreover, many salespeople have a single, preferred style of selling that works with some buyers but not others. Perhaps they use the strategy of making friends with customers. While this works sometimes, there are certain buyers who just don't like this approach at all. Part of this program will focus on dealing with buyers' different personalities. Participants will learn how considering each buyer's personality and modifying their selling style slightly to match each customer's personality will help them close more sales. Join our accelerate to win sales program.

COURSE OBJECTIVES

By The End Of This Training Course Participants Will Be Able To:

- ✔ Use a structured step by step approach to plan sales activity within their sales territories.
- ✔ Explain the criteria for determining real customer potential.
- ✔ Determine sales territory potential and assess strengths, weaknesses, opportunities, and threats within the sales territory.
- ✔ Set strategic objectives and goals for their sales territories.
- ✔ Explore best practice sales territory routing patterns for efficient and effective coverage.



Introduction :

Quantity, Direction
and Quality of Sales

- My circles of influence and concern: quantity, direction and quality
- Being efficient and effective
- Introduction – the five steps sales territory planning and routing



Module 1

Sales Territory
Analysis

- Territory competition analysis
- Territory potential analysis
- Sales Territory SWOT analysis
- SWOT analysis skill practice activity



Module 2

Customer Potential
Analysis and Scoring

- Key customer potential concepts
- What makes a customer “attractive?”
- Collecting information about customer potential
- Calculating real customer potential



Module 3

Strategic Territory
Objective

- Why set goals and objectives?
- Setting strategic sales goals for your territory
- Making sure your goals are SMART



Module 4

Territory Routing and
Coverage Management

- What are territory routing patterns?
- Accumulating effort across your territory
- Blocking your territory
- Using territory routing software



Module 5

Measure, Evaluate and
Take Corrective Action
Where Needed

- Measure, Evaluate and Take Corrective Action Where Needed
- Taking corrective action
- Common sales activity time traps



ROOFTOP SALES

THE BLUEPRINT FOR WINNERS

ENQUIRIES

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