

# THE FIVE STAGES OF SALES SKILLS DEVELOPMENT

Enhance your performance and evolve through each of the five stages



## CUSTOMER SERVICE EXCELLENCE

1 DAY

- Provide premium service 100% of the time
- Be professional

### Learn a framework for excellence

- › Rapport
- › Communication
- › Body Language
- › Telephone skills
- › Trust
- › Managing Clients' Expectations
- › Listening
- › Empathy
- › Language

Customer Service has a designated 4 stage program

## STAGE 1



## SALES ESSENTIALS

1 DAY

+ 2hrs virtual

- Sales 101
- Be a confident sales person

### The fundamentals of sales

- › Communication
- › Questions
- › Phone techniques
- › Commercial conversations
- › Building relationships
- › Energy
- › Mindset
- › Listening
- › Be the trusted advisor
- › Engaging customers

### VIRTUAL

- › Manage expectations internally + externally
- › Organisation / Time Management

## STAGE 2



## SALES ACCELERATOR

2 DAYS

+ 4hrs virtual

- 7 key areas of sales: how to find, create and convert each sale
- Be empowered, confident and motivated

### Sophisticated selling techniques

- › Advanced Telephone Techniques
- › Mindset
- › Professionalism
- › Exploration
- › Questions
- › Listen better, achieve more
- › Objections
- › Negotiation
- › Business Development
- › Presenting
- › Account Management

### VIRTUAL

- › Resilience/stress management
- › Emotional Intelligence
- › Li
- › Video Conferencing

## STAGE 3



## Course 1: BUSINESS DEVELOPMENT

2 DAYS

- Essential for success, understand all elements of how to grow your business FAST

### Business growth

- › Plan, prepare and execute
- › Taking action!
- › Acquiring leads
- › Target clients
- › Creating opportunities
- › Cold calling
- › Approaches
- › Relevance
- › Timing
- › Your message
- › Converting techniques
- › Mindset
- › Reframes
- › Follow up



## Course 2: PRESENTING

2 DAYS

- Confidence in all areas of the presenting process

### Persuasive presentation skills

- › Plan and prepare
- › Structure
- › Audience
- › Communication
- › Materials
- › The Message
- › Influencing
- › Results
- › Body language
- › Styles
- › Energy
- › Anchoring
- › 4 Mat System
- › Modelling
- › Satir Categories
- › Confidence
- › Follow up



## Course 3: NEGOTIATION

2 DAYS

- Negotiation tactics that get you the best deal
- Be armed with advanced skills and the right mindset**

- › Preparation
- › Mindset
- › Styles
- › Tactics
- › Align
- › Techniques
- › Understanding personality types
- › Persuasion
- › Influence
- › Buyer position
- › Value proposition
- › Reframes
- › Build Trust
- › Hierarchy
- › BATNA
- › Timing
- › Anticipating their moves

## STAGE 4



## SALES MASTERY

2 DAYS

- NLP Techniques
- How the top 0.00001% of sales people think, behave and communicate
- Become the most successful salesperson you know

### Advanced selling techniques

- › Rapport
- › Mindset
- › Communication
- › Eye patterns
- › Strategies
- › - Buying
- › - Motivating
- › - Convincing
- › Meta programs
- › Values
- › Awareness
- › State of Excellence
- › Goal setting

## STAGE 5



## LEADERSHIP

1 DAY

- Lead and manage your team to excellence

### Driving team performance

- › Motivating team
- › Empowering and inspiring others
- › Mindset
- › Territory
- › Teamwork
- › Key Performance Indicators (KPIs)
- › Understanding personality types
- › Smart Goals
- › Meetings
- › Learning styles
- › Delegating
- › Values
- › Meta programs
- › Coaching
- › Recruitment
- › Modelling
- › Reframing