



Sales Call Execution

You work in a hyper-competitive world and most buyers have an incredible number of suppliers and options from which to choose. Complicating matters even more; e-mail, voice-mail, the internet, internal meetings, and expert screeners make it tough to even get a meeting. All of this puts an enormous amount of pressure on sales people to plan for and execute great sales calls. Every customer contact should have purpose and be focused on uncovering customer needs, differentiating your solution, creating customer value and gaining agreement on expected outcomes. Neither you nor your customer has time to waste.

Target group

Early to mid-career sales professionals

Topics

- ⇒ How prepared are you for your next sales call?
- ⇒ What is the expected outcome of this call?
- ⇒ How does this call help you achieve your account plan?
- ⇒ How do you lower defense barriers during the call?
- ⇒ How do you develop customer needs and create urgency?
- ⇒ How do you articulate value?
- ⇒ How do you handle objections?
- ⇒ How do you gain agreement?

Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This module includes Commitments to Action (CTA's) which ensure that the learning is applied in the field.

Duration

1 day

Course objectives

After this training course, you will be able to:

- ⇒ Effectively prepare for your next call
- ⇒ Effectively uncover needs and create urgency
- ⇒ Effectively articulate your value as it relates to your customer's needs

Follow up courses

Value Messaging, Account Strategy, Opportunity Management, Executive Level Selling