



## **The Sales Professional**

### **About:**

Knowing how to sell yourself and your product successfully. That is the purpose of this training. Our participants learn all relevant skills to sell in a customer-oriented and professional manner. They strengthen their commercial attitude, learn how to communicate in a customer-oriented way and know how to recognize and respond to buying signals.

In the training they practice with prospecting, conducting sales interviews and negotiation skills. Afterwards our learners know to get build rapport with the customer, match the wishes and needs of customers successfully with the services and products of the organization and they will know how to close the deal.

### **Results:**

- Participants improve their communication skills
- Participants prepare commercial discussions effectively
- Participants conduct commercial conversations with (potential) customers with ease, confidence and effectiveness
- Participants increase their sales results

### **Approach:**

In this training the focus is on sales and account management: from 'prospecting' through the sales conversations to the negotiations. We also pay attention to the after sales and account management.

Prior to the training participants indicate what they have difficulty with and in which area they want to improve further. The trainer takes this into account in his preparation for the training and ensures that learners can work towards their learning objectives in a goal-oriented manner. Participants make their own personal development plan which helps them put everything into practice. This provides a maximum result from the training.

### **Experiential Learning:**

To increase the impact of the training, we work with a very experienced trainer and professional role play actor. They help our participants improve their skills. They do this on the basis of the Experiential Learning Approach. This is a safe and confrontational training method that ensures that learners get more insight into the effect of their actions and behaviors. We do this so our learners will achieve all their learning goals and thus become more successful in sales and account management!