

Sales Team Development Programme Level 2

An integrated programme with three levels
Specifically designed professionals
Working in B2B sales

This programme will provide delegates with a thorough grounding in the skills and techniques required to become a successful and professional sales executive. The employer will benefit from increased profitability, more accurate forecasting, satisfied customers and greater confidence among staff. The integrated approach allows three levels of entry, according to the experience and needs of the individual delegates. This means the training can be applied to teams with individuals at different stages of development.

The learning experience is highly interactive and places strong emphasis on practical outcomes that will have a real impact in the workplace.

Level 2—Advanced Selling Skills

A two-day programme held on consecutive days approximately 3 – 6 months after the completion of Level 1. The agenda focuses on:

- Managing the decision making unit involved in complex sales
- Overcoming the inertia of long sales cycles
- Selling financial solutions to higher level decision makers
- Fundamentals of negotiation to eliminate discounting
- Effective use of the sales process and pipeline
- Improving forecasting accuracy

Who should attend?

- ☐ Sales Executives who have attended Level 1 and successfully applied the key learning points.
- ☐ Sales Executives with over two years experience and who can demonstrate competence at Level 1.
- ☐ Experienced Sales Professionals (including managers) who are actively seeking a fresh approach and new ideas.

Programme Structure

The programme is of 2 consecutive days duration.

At the end of the second programme day each participant will select key learning points to put into practice at work during the following 4 - 6 weeks. We would encourage a report back at the end of this period and would be pleased to advise how such a report back should be facilitated.

The programme is of an open nature hence participants from other companies will attend. This means that the participants will be exposed to alternative approaches and ideas for any given situation.

Frequent roles plays and practical exercises over the duration of the programme will:

- check understanding in the key areas
- enable the participants to start to find out what approach works for them in any given situation
- develop courage and confidence in the most critical areas

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Programme Agenda – Professional Selling Skills Level 2

Day 1

- Introduction and setting the scene
- The necessity to move outside our comfort zone – attitudes and change
- Understanding decision making units involved in complex sales – the role of the key players
- The need to adapt our own behaviour – recognising different personality types and how to respond accordingly
- Managing the sales process – defining filters and milestones that match the needs of our business; identifying all the commercial and organisational and competitive information required to manage the opportunity effectively, generating accurate sales forecasts
- Identifying the customer's buying and decision making process – understanding the key intervention points; selling to committees; selling via tenders; preparing effective proposals and making them work for us
- Overcoming customer inertia and changing mindsets – asking the truly challenging questions; helping the customer understand the implication of his situation
- Managing the price conversation – understanding our company value and how the customer benefits from it
- Selling to decision makers – holding a financial based conversation; selling financial benefits
- Identification of key learning points and the situations in which they will be applied

Day 2

- Presenting to groups – practising the skills using video review and feedback
- Negotiation skills – the importance of good preparation; what we can afford to trade; breaking deadlock; seeking a genuine win / win outcome; practising the skills
- Identification of key learning points and the situations in which they will be applied
- Preparation for the future – personal development plans

Course Duration: 2 Days

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