Training Course:
Sales & Sales Management for Professionals

14 - 18 April 2025
Vienna (Austria)

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Training Course code: SM234619 From: 14 - 18 April 2025 Venue: Vienna (Austria) - Training Course Fees: 5250 ⊡ Euro

Introduction

This course is perfectly positioned for those starting a career in sales. It is also of great benefit to experienced sales professionals who would like to refresh their selling skills and techniques with the latest developments in this vibrant field, and to other professionals keen on understanding the sales function in general. While this course focuses on providing participants with core knowledge about sales as a function and as a process, it will also give them an in-depth understanding of self-management, the art of prospecting, opportunity planning, and resource allocation. In addition, participants will acquire several skills related to negotiating deals, overcoming obstacles, resolving customer issues, and closing sales.

Course Objectives Sales & Sales Management

- Identify the right professional selling behaviors and skills needed to maximize sales performance
- Develop the right personal habits to optimize selling effectiveness
- Apply the different steps of the sales process and identify the need for each step
- Analyze and apply the principles of successful negotiations and handling objections
- Recognize the basics of customer relationships management and influencing outcomes

Course Outlines of Sales & Sales Management

Day 1: The changing business environment

- The evolution of personal selling
- Marketing
- Consultative
- Strategic
- Partnering
- Social
    - The new sales competencies
    - Behaviors, characteristics, and skills of a successful salesperson
    - Assessing performance according to specific sales indicators
    - The 10 root causes of sales problems
    - Personal selling profile

Day 2: Preparation and self-organization

- Personal management
- Self-mastery
- Personal planning
- Self-talk
- Personal image
    - Time management for salespeople

- Understanding the psychology of selling
- Developing strategies for sales success

Day 3: The sales process

- Prospecting and qualifying
- Pre-approach
- Approach
- Presentation and demonstration
- Overcoming objections
- Closing
- Follow up and maintenance
- Product selling versus service selling
- A glimpse into different selling models

Day 4: Business negotiations skills

- Principles of successful negotiations
- Communication
- Planning
- Trading concessions
    - The six elements of successful sales negotiations
    - The power of questioning and probing
    - The BATNA principle
    - Establishing ranges and understanding the limits

Day 5: Managing the customer relationship

- Basics of building customer relationships
- 5 rules for successful relationships
- The essence of attitude in relationship building
- The art of sales communications
- Influencing sales outcomes

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
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Company Information

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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |