



*Training Course:
The American Integrated Approach for
Developing Sales skills*

*23 - 27 November 2026
Casablanca (Morocco)*

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Training Course code: SM234905 From: 23 - 27 November 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

Statistics show that sales employees tend to deal with clients for whom they had a character that is similar to their own character; the sales figures for the mentioned clients are higher and even the periodicity is higher; after a while, this will result in weaknesses in sales performance and may leave the market open to competitors.

American companies had realized the above-mentioned fact, so they cooperate with consulting centers to develop an integrated solution that provides an approach to solving the sales issue and facilitates the development of sales channels, this approach also provides an effective technique to improve the communication channels with the clients.

Organizational Benefits

We had applied for this program successfully in many enterprises in different segments, FMCG firms, distribution companies, communication, pharmaceutical, and direct sales companies. The result where a direct increase in sales, we could reach a 27% increase in one firm within one year

Important note:

This course is not a traditional one. It aims to systematically understand the characters and how to converge, deal with, and sell them according to the character's style or color. This course bridges consciousness, subconscious, and psychology to get the best result in your sales department.

Course Objectives

- Direct increase in Sales.
- Improvement in self-confidence for the call center sales team.
- Increase in the level of coordination between the call center sales team, the CRM team, and the marketing team.
- Accurately identify your customer's needs
- Learn aspects of verbal communication such as tone, cadence, and pitch
- Use tools to facilitate communication
- Personalize techniques for managing stress
- Increase in the level of client satisfaction, and client loyalty.

Target Audience

- Sale Representative Team
- Telesales team
- Call Center
- Customer service

Training Outlines

This solution is provided as an integrated package that works in harmony to develop the sales channels through the following procedure:

- Special training for the sales team to be able to distinguish between the four different colors of clients.
- Identify the color category for each one of the sales team, and develop their abilities to deal with other color categories.
- Special coaching for the sales management and supervisors and for the marketing manager to apply the previous technique within the sales team, and to provide coaching and consulting specific hours to ensure the right application of this approach.
- Update the customer relationship management program available to contain the coloring system profiling, or build a client card template.
- Special training for the CRM team to be able to distinguish the client color type over the phone.
- Evaluate and prioritize all accounts to identify different strategies needed for different client types
- Employ techniques for account planning and analyzing a client for opportunities, strengths, and weaknesses
- Set realistic goals, objectives, and tactics for each client account
- Maximizing the use of resources to generate a return on investment
- Identify the best strategy for maintaining and influencing good relationships by understanding individual behaviors
- Setting tangible actions plans
- Learn effective ways to negotiate
- Practice vocal techniques that enhance speech and communication ability
- Verbal Communication Techniques
 - Being Yourself and Sounding Your Best

- A Service Image
- Exercises for Conditioning Your Voice
- Cold and Warm Calls

- The Cold Call
- The Warm Call

- Asking the Right Questions

- Open Questions vs. Closed Questions
- Probing Techniques

Registration form on the Training Course: The American Integrated Approach for Developing Sales skills

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