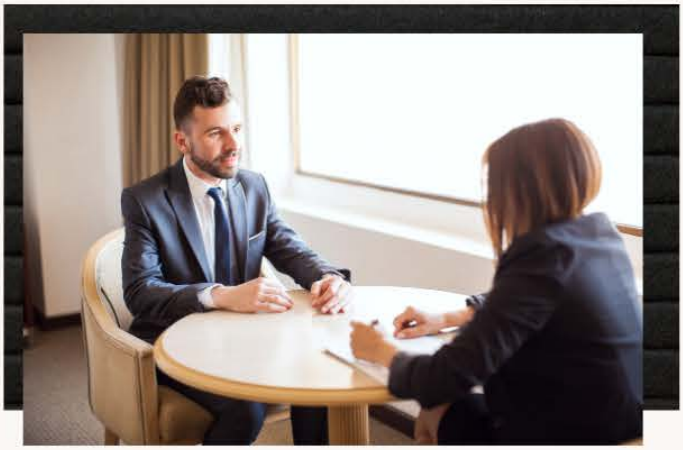
SALES 101



This fundamental sales workshop caters to individuals newly entering sales roles, those currently overseeing sales without formal training, and team members in customer-facing positions who play a strategic role in supporting the sales process. Designed to build essential skills and confidence, the workshop covers the foundational principles of effective selling, focusing on techniques to identify customer needs, communicate value, and establish trust.

Additionally, participants will be introduced to consultative selling—a customer-centric approach that emphasises understanding the customer's unique challenges and tailoring solutions to meet their specific goals. By learning to ask insightful questions, listen actively, and creating meaningful conversations, delegates will gain tools to build stronger, long-term relationships and drive more successful outcomes for both the customer and the business.

Tailored Workshop

Each workshop we offer is customised to suit your team's specific needs and align with your business objectives. Whether you prefer virtual sessions, face-to-face workshops, or a combination, we cater to your preferences. Our workshops, which can span one, two, or three days, cover various topics tailored to optimise your team's performance and address your unique challenges.

Topics Available

- What is Consultative Selling?
- Exploring Various Communication Styles with DISC
- Essential Skills for Successful Sales Processes
- Activities for Maintaining a Healthy Sales Pipeline
- Understanding the Customer's Buying Process
- Lead Generation Strategies and Techniques
- Building Rapport: Definition and Strategies
- Identifying Gatekeepers and Effective Strategies for Dealing with Them
- Crafting a Professional Introduction
- Key Questions to Ask Your Customers
- Matching Your Product to Customer Needs
- Strategies for Overcoming Objections
- The Art of Closing and Effective Follow-Up Techniques

Additional Resources

Other available resources to support your Sales 101 workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.