

Gearing You For Growth

Bursaries | Business Skills | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Sales Effectiveness

Course Overview

You are about to visit a customer and wonder: "How can I double my turnover with this customer?" This thought forms the basis of the Sales Effectiveness training course. Getting to know your customer's potential and developing a workable plan to unleash it.

The objective of this training is to develop customers with the right growth potential. To this end, we will divide customers in S, M, L, XL and XXL categories. The idea is for each customer to evolve from one category to the next by stepping up your sales effort, thus doubling turnover.

The Sales Effectiveness training course will help you be efficient and effective in planning your time and making sure that the customers who most deserve it get the right level of attention.

This course will help you develop a unique sales plan without burying you in paperwork. The sales plan will result in added value for the organization and greater job satisfaction for you as a sales representative.

Approach

The training course consists of a continuous sequence of discussions, interactions, and practical exercises, largely geared toward your own day-to-day work situation!

Duration

- 2 Days

Training Objectives

- Prepare and implement a result-oriented sales plan.
- Consciously build your customers.
- Improve customer performance and results.
- Make more conscious use of time.
- Effectively develop customers and Prospects.



Course Outline

- Who are your customers?
- How big are your customers (S, M, L, XL, XXL)?
- Choosing a sales strategy.
- Working with a 5x4 sales plan.
- Giving customized attention.
- Acquiring new customers.
- The ideal time allocation.
- Encouraging your customers to develop.
- Learning from your successes.
- Presenting your 5x4 sales plan internally.

Day One

- **Welcome and Introduction**
- **Know your customers**
 - Number of debtors.
 - Card index box.
 - Your customer's customer(s.)
 - Who are the ambassadors and the influencers?
- **How big are your customers?**
 - Your customers: Thinking in the M, L, XXL.
 - Addresses, suspects, prospects.
- **Choosing the right sales strategy**
 - The strategy: Stepping Up the Effort.
- **Working with a 5x4 Sales Plan**
 - Explanation.
 - Drawing up concise plan.
 - Presenting across the table.
 - Working on participant's own plan.
- **Giving customised attention**
 - Being on the customer's mind...!
 - Customized attention.
- **Acquiring new customers**
 - "Sales reps are lazy".
 - DOOR Volcano Principle.
 - TEN CC.
- **The ideal time allocation**
 - Preparatory text.
 - Timeline.



Day Two

- **Welcome back**
- **Encouraging your customers to grow**
 - Additional sales.
 - Customer development.
 - Deploying sizes.
 - Indirect approach.
 - Direct approach.
- **Dealing with Success**
 - Discussion: flops and success.
 - Exercises and discussion.
- **Presenting your 5x4 Sales Plan Explanation**
 - Preparation.
 - Presentation.
 - Evaluation.
- **Personal Action Planning**