
# ANALYTICAL SALES MASTERY

## INTRODUCTION

This modular interactive Analytical Sales Mastery workshop teaches the principles of manifesting success and productivity consciously through consistently applying skills and steps that need to be applied in achieving success in selling. The principles apply whether selling products, services or marketing yourself and your organisation.

The training is conducted over six, four hour sessions held once a week. Thus allowing for application of knowledge and techniques learnt in each session.

The knowledge can transform personal and organisational goals and targets to create real bottom line difference.

## REFERENCES

***"I enjoyed the manner in which the facilitator applied the content to our work practice."* ~** *Liam Prince (Durban ICC)*

***"Practicality, ability to immediately implement what has been discussed and further my sales ability and approach/address people and situations better."*** *~ Tyrone van Wyk (Kevro)*

***"I am blown away, this course has challenged me – wanting to improve!"*** *~ Eljo Balaam (Gyproc)*

## WHAT THIS COURSE CAN DO FOR YOU…

- Categorise a client base
- Understand the value of categorising
- Develop tactics to promote clients
- Unpack relationship and service levels to clients
- Improve client analysis skills
- Tips on how to build trust with your clients
- Develop preparation skills for client visits
- Utilise preparation tools
- Evaluate time vs value/cost
- Manage activities efficiently via a schedule
- Own commission
- Develop communication skills
- Hone listening and questioning skills
- Identify the personality style of clients
- Improve levels of assertiveness and discover techniques

## TARGET AUDIENCE

The workshop is designed for sales people in product and service delivery and for managers and team leaders who are in a position to motivate others. It can be used for personal development, career and life direction and for team building.

## COURSE CONTENT

**Understanding the Value of Client Categorisation**

- Categorising your client base
- Understanding the how and why of client categorising in your organisation
- Sample categorisation Application
- The Four Levels of Value Categorisation

**Aligning Your Client Base to the Value Categorisation Model**

- Value Migration: From Product to Strategic Partner
- Involving Stakeholders
- What Level is your relationship with your clients?
- What Level is your ability to service your clients?
- Tactics to move your clients up the LEVEL scale: Existing and Prospective clients
- Application and Off-line assignments

**Client Analysis Tools**

- Maslow Analysis
- Practical Application
- Building Trust with your Clients

**Developing Your Client through Structured Meeting Plans**

- Client visit preparation using real tools
- GROW Sheets: Why you need them, and how to use them.
- Off-line assignments

**Administrative Techniques to make you more Productive**

- Evaluating your time vs value/cost ratio
- Managing your activities through a balanced schedule
- Own your day, own your commission

**Developing Key Interpersonal Skills for Selling**

- Listening actively
- Questioning Skills
- Identifying the Personality Type of your Client/Customer
- Assertiveness skills and techniques

**Personal Accountability & Commitment Plan**

## TRAINING APPROACH

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

- Role-plays
- Break-away sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

High emphasis is placed on learning through 'doing' where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

## POST COURSE ASSISTANCE

### "Contact the Coach" – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can "Contact the Coach" for support, information or assistance with additional questions regarding the application of theory covered during the course.


### Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

## KWELANGA BUSINESS & EXECUTIVE COACHING

Kwelanga Training now offers coaching on a one-to-one or team coaching basis. Issues covered are chosen by the organisation or the individual to ensure maximum focus is given to achieve measurable outcomes.

Coaching provided by certified professional business and executive coaches is key in transforming management and support staff's excellent performance to peak performance.

For further details contact:

Rose Gray
Business and Executive Coach (WITS Business School)
Tel: +27 11 704 0720
Email: rose@kwelangatraining.co.za