SALES ACCELERATOR FOR BUSINESS DEVELOPMENT (2 DAYS)

A Specialised Kwelanga Training Programme

INTRODUCTION

The Sales Accelerator offers a practical approach for developing and sharpening essential sales skills. The fundamentals of conventional selling, such as prospecting and making appointments with target customers, are combined with the latest techniques for sizing up key individuals and developing needs.

Delegates practise the skills and processes via interactive sales tools which they take away with them. The practical nature of the programme serves to build self-confidence in the sales environment, helping to understand the buyer, how to act professionally throughout the sales process and build on-going relationships with customers. The workshop concentrates on discussing the theory of the sales processes and skills under discussion, and then on practising them.

REFERENCES

"Content easy to understand. Great mind opener!" *~ Bradley Walton (Premier FMCG)*

"Very informative and it covers areas of all sales concerns." *~ Kenneth Sbongiseni (Blue Security)*

"I loved the way the facilitator adjusted the training in accordance with our business and needs." *~ Taryn Prior (Spa Professionals)*

"I really enjoyed day one – psychology of selling and that brain function has such an effect on how we behave!" *~ Ursula Volbrecht (Spa Professionals)*

WHAT THIS COURSE CAN DO FOR YOU…

- Gain insight into acceleration of sales through technology
- Gain insight into the psychology of selling
- What motivates you – understanding 'your why'
- How to connect with different personality styles
- Understand the importance of goal setting and strategy
- Improve communication skills to build rapport and trust
- Accelerated sales approach - how to progress through the 4 phases
- Overcoming the 'fear factor'
- The importance and benefits of categorising clients
- Structured meeting plans - applying the GROW preparation technique

TARGET AUDIENCE

Sales persons at all levels wishing to sharpen their skills with the latest techniques. This includes Sales Team Leaders and Business Development Managers who require the ability to coach and guide teams to greater success.

COURSE CONTENT

Introduction

- The science of persuasion and influence
- Psychology of selling

Motivation, Goal Setting and Strategy

- What it takes to give your best
- Personal motivation and discipline
- Turn ideas and dreams into SMART goals and reality
- Using goals to develop beneficial habits
- Strategic planning
- Rules to win 'today and every day'

Psychological Issues of Selling

- Values and integrity
- Fear of rejection – psychological problems and overcoming fear
- Transforming fear to power
- Managing and focusing emotional energy in selling
    - Confidence
    - Pride
    - Enthusiasm
- Limiting beliefs and mind-power
- Achieving and maintaining a positive attitude
- Personal power SWOT analysis – take action and produce results

Analysing the Personality of the Client

- Adult to adult positioning
- Being versatile in your communication
- Analysing your individual clients
- Adapting to personality styles – meeting client needs

The Accelerated Sales Approach

- Understanding and applying strategic accelerator steps
- Know who to target
- Identify your sales channels for the correct approach
- Perfect your value proposition
- Plan and execute for success

Developing Clients through Structured Meeting Plans

- The GROW preparation technique
- Making contact including cold calling
- Meeting planning and questions
- Identify purpose and objectives
- Professionalism – image and building rapport
- Active listening skills – identifying client needs

Building Rapport and Trust

- Self-branding
- Being professional in a diverse environment
- People buy more from people they like!
- Be of service – focus on your client
- Clear and open communication

Final Meeting – Closing the Deal

- Key areas to clarify and confirm
- The questioning process- SPIN Selling
- Strategic GROW planning to close the deal
- Practical application applying the GROW template
- When to ask for the sale

The Value of Client Categorisation

- How to categorise clients
- Why do we categorise clients
- Samples of client categorisation
    - Key accounts
    - Maintenance accounts
    - Service accounts
    - Growth potential accounts
- Practical exercises

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
- Presentation
- 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.

On-Line Knowledge Hub

All delegates attending Kwelanga Training courses have **FREE** access to post course on-line resources. Up-to-date, convenient and easily accessible information, relevant to the programme attended, is available. Tools include case studies, articles, exercises and other valuable information which will reinforce course content and assist in transferring knowledge and skills to the workplace.

OUR COMMITMENT TO YOU …

Kwelanga Training's Commitment
To develop and inspire each individual to be the best that they can be.
To assist clients in the transfer of skills and positive behaviour change.

For more information contact us on:
Email: info@kwelangatraining.co.za
Johannesburg: +27 11 704 0720 | Cape Town: +27 21 683 4084
Durban: +27 31 266 2808 | Port Elizabeth: +27 41 368 1500
Website: **www.kwelangatraining.co.za**