

Content

Setting the scene

- why do I feel uncomfortable about selling?
- moving away from just being a product expert
- selling with integrity

Customer meetings

- the purpose of customer meetings
 - three keys success factors at customer meetings
 - framework for managing effective customer meetings

Get ready

- the importance of preparation
- how to plan and prepare with purpose
- setting achievable objectives

Get set

- establishing the right climate
 - demonstrating credibility
 - setting the agenda

Go!

- achieving results
- core skills that ensure you uncover customer needs
- linking customer needs with your proposals and solutions
 - gaining commitment.

Selling Skills for Non-Sales People

Sales

As a result of the contact you have with customers, your organisation expects (either explicitly or implicitly) you to be involved in the sales process as part of your job. You may be a technical specialist directly involved in the sales process or alternatively you may be working in a sales support role in marketing, operations, logistics, R&D, customer services, finance or administration.

You may feel you lack essential knowledge or skills. You may even see selling as a rather dubious activity. You don't want to become another motor-mouth sales person! This programme will help you overcome any reservations you may have about selling and equip you with the essential knowledge, skills and confidence to contribute to the sales process with enthusiasm, professionalism and integrity.

Benefits

By the end of the programme you will be able to:

- understand your role in the sales process
- prepare for and run highly effective customer meetings
- understand customer needs and link them to appropriate solutions
- feel comfortable not only attending but also managing customer meetings
- build genuine rapport and credibility as a contributor to the sales process
- play an active and rewarding part in winning profitable business and building customer loyalty.

Approach

The programme is led by an experienced facilitator who has made the personal journey from technical specialist to consultative sales person. The programme is practical and participative, with plenty of opportunities to try out new skills and approaches.

Who should attend?

Anyone from a wide range of technical or other non-sales roles who is, or will soon be, involved in the sales process.

Programme information

Duration: One day
Price: £375 (excluding VAT)

Dates and locations:
11th March 2008 • Surrey
16th September 2008 • London
28th January 2009 • Midlands

For further details please call
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