



FourThirds

Win - Grow - Transform

Sales Academy



Who this programme is for

Benefits to your organisation and Individuals

The programme will develop the sales capability within each of the sales people. It will also focus on building the confidence of the sales individuals. The Course Director is a highly experienced sales professional with 20 plus years of sales expertise and sales management. He is adept at developing sales people and fully understands how they think and operate.

The Sales School programme will develop the basic sales skills required across the sales team. The focus is to ensure the sales team fully understand the fundamentals of selling and how to engage effectively with customers using a proven sales model. The sales model considers the customer meeting from opening the meeting to gaining commitment and closing deal. As part of the programme, how the sales person handles customer objections to win the deal will also be covered.

Course overview

The Sales Academy programme is a 5 day programme (3 + 2 days) to develop professional sales capability across the Sales team. The programme will also ensure the individuals confidence and self-belief is increased so they can use their new skills immediately in customer meetings to uncover, develop and close sales opportunities.

Course Content

- Introduction and use of a proven 4 step sales model
- Use appropriate questioning techniques and listening skills
- Understand and qualify potential opportunity
- Identify customers needs