

<b>Sales &amp; Customer Care Effectiveness</b>	
<b>Session Code</b>	<b>SC06</b>
<b>Session Title</b>	<b>Facilitating Sales Meetings</b>
<b>Topics Covered</b>	<b>Uncovering customer needs and PAIN</b>
<b>Delivery</b>	<b>Half Day (4 Hours) - tutor led f2f or online sessions</b>
<b>Minimum - Maximum Number of Delegates</b>	<b>1-10</b>
<b>Who will benefit?</b>	<b>Sales managers, sales representatives, marketing, pre-and post-sales personnel</b>

<p><b>Content</b></p> <ul style="list-style-type: none"> <li>▪ Understand what takes priority in sales meetings</li> <li>▪ Tailor your documents for the prospect or decision maker</li> <li>▪ Determine your meeting objective</li> <li>▪ Position yourself and your organisation to build credibility and trust</li> <li>▪ Use customer reference stories</li> <li>▪ Use qualifying questions to uncover needs</li> <li>▪ Agree next steps</li> <li>▪ Write your follow-up</li> </ul>	<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>▪ Know the critical business issue(s) that stops the prospect realising personal or organisational goals</li> <li>▪ Know who is the decision-maker and/or buyer?</li> <li>▪ Diagnose needs and help the buyer to create a vision of the solution</li> <li>▪ Measure success criteria and/or ROI</li> <li>▪ Create and evaluation plan that shows proof of your capabilities</li> <li>▪ Secure legal, technical approval and know closing techniques</li> </ul>
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