

<b>Sales &amp; Customer Care Effectiveness</b>	
<b>Session Code</b>	<b>SC02</b>
<b>Session Title</b>	<b>Sales Management</b>
<b>Topics Covered</b>	<b>Reduce sales cycles and maximise selling effort</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>Managers at all levels</b>

<p><b>Content</b></p> <ul style="list-style-type: none"> <li>▪ Sell solutions to buyers instead of only products/services</li> <li>▪ Measure prospect progress, understand sales success and keep repeating this</li> <li>▪ Improve sales staff personal credibility with prospects</li> <li>▪ Assist sales staff confidence and control during the sales cycle</li> <li>▪ Help prospects understand the value of what they are buying</li> <li>▪ Better manage sales pipeline and improve predictability of forecasting</li> <li>▪ The role of the salesperson, technical support (if any) and the manager</li> </ul>	<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>▪ Increased sales</li> <li>▪ Shortened sales cycles</li> <li>▪ Increased profits</li> <li>▪ Reduced discounting</li> <li>▪ Better forecasting accuracy</li> <li>▪ Larger pipelines</li> <li>▪ Better prepared sales staff</li> <li>▪ Improved close ratios</li> </ul>
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