

Sales Excellence

Program Overview

Effective Sales Planning begins with the end in mind. As a salesperson, you first need a specific sales revenue target, then you need to analyze each of the elements that make up that target. Effective planning requires a thorough understanding of projected business from existing accounts as well as current and new prospects. You need to understand how to move from prospects to closed business, and the critical steps and closing ratios for each step. Then you need to create a concrete plan that creates sales results.

In the Sales Excellence program—participants will learn how to put together a Sales Plan, win sales, move suspect into a Sales Funnel.

We've helped a lot of salespeople build the best of the Sales Plan, that have helped them be winners and be consistent.

Learning Objectives

In the Sales Excellence program, your team will learn how to :

- Project revenue targets from existing accounts and new prospects
- Develop a territory plan to create focus and direction for activities
- Identify the do and don't while putting together a plan.

Program Approach

We view training as an ongoing process to improve competence levels, sales skills, knowledge, and results. Our approach includes:

Assessment: We evaluate individuals to identify attributes that can help or hinder their Sales success, and customize the training to focus on the topics that will have the biggest impact on your team's performance.

Customization: We build scenarios, focus content, and tailor program agendas to make the training relevant and effective.

Tools: We provide easy-to-use tools and frameworks so concepts in the course transfer to on-the-job performance.

Sales Excellence Role Play : Your team will do activities where they will apply the strategies they've learned and work towards putting together a master sales plan.

Major Benefits of Sales Excellence Workshop

Sales Excellence

1. Create a practical Sales Plan.
2. Will know where to channelize resources.
3. Will know how to manage their sales pipeline.
4. Can forecast their sales closures.
5. Will engage on Large revenue opportunities.
6. Will spend more time on filed.
7. Can focus on their strengths.
8. Importance of working with a team.
9. Avoid some of the common mistakes.

Delivery Options

Tailored on-site, instructor-led programs

Blended learning: Online and on-site, instructor-led curriculum Technology Integration

The complete system for opportunity and account management can be customized and integrated into leading CRM systems.

Common Customizations

Sales Excellence Case Study: Sellers engage in customized role-play scenarios based on practical situations they face.

Objections Guide: Helps sellers respond to common objections while engaging with new projects.

Customized Tools: All core program tools, including the Negotiation Guide and the Sales Negotiation Planner, are tailored to be relevant to your organization.

Negotiation Simulation Game: Custom-built online simulation allows sellers to practice new skills based on real negotiation scenarios they face.

Topics Covered

Sales Excellence

While program content and agendas are tailored based on your industry, products and services, and the skills that will make a difference for your team, topics typically include:

Sales Planning

Why do you need a Sales Plan.

The visible benefits of a Good Sales plan.

Common mistakes done by many Sales Executives.

The art of creating and exploring possibilities

Fundamentals of Sales Plan.

What goes in good sales planning.

Identify your pillars to Success.

How to select Accounts.

Goal Setting

Why Goal Setting

What should be considered while setting Goals.

How to focus on the Outcome.