



Program Overview

This program provides you with the opportunity to discover the core tools and techniques necessary to sell effectively.

Using proven sales frameworks and effective communication exercises, this program is an ideal platform for effective selling, covering

- Critical success factors for sales communications
- Cold calling and the first meeting
- Techniques for building rapport
- Cultural sensitivities and implications for sales communications
- Advanced questioning and interviewing
- Characteristics and techniques of persuasion
- Dealing with difficult situations
- Closing business

Outcomes

This program will help you:

- Understand core sales techniques
- Develop increased self awareness
- Improve persuasive sales communications

Participant Profile

This program is designed for those who:

- Are looking for a fresh look at professional selling skills
- Wish to develop persuasive communication capability

Organisational Benefits

- Improved sales conversion rates
- Increased sales team effectiveness
- Enhanced organisational reputation

Building Upon Strengths Through Coaching

Coaching is a powerful methodology to increase self insight, facilitate learning, and clarify ideas in order to build relationships with others.

This program offers the supplementary option of one-on-one, results focused coaching sessions to enable the participants to achieve their personal goals and objectives in attending the program.

This coaching may relate to specific negotiations.

	Length	Group size	Room	Includes
	2 days	5 - 50+	Optional board, cafe	Participant notes Pre reading Post reading

Channel Development: Accelerating People & Performance.

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