



'Essential Selling Skills'

Building a World Class Sales Team

'Essential Selling Skills'

Changing The Sales Conversation

VIRTUAL WORKSHOP WITH PRE & POST MODULES
USING THE WIZTANGO DIGITAL LEARNING PLATFORM



A CUSTOMISABLE DIGITALLY BLENDED
COLLABORATIVE LEARNING EXPERIENCE WITH
MULTIPLE DELIVERY AND DURATION OPTIONS & FORMATS

SELECTED TOPICS & MODULES

THE NEW ROLE
OF A SALESPERSON

STRUCTURING THE
SALES CALL

UNCOVERING
CUSTOMER NEEDS

CLOSING
THE DEAL

EFFECTIVE
SALES PLANNING

UNDERSTANDING
BUYERS MOTIVATION

FOCUS
QUESTIONS

TIME & ACTIVITY
MANAGEMENT

SELLING TO
DIFFERENT BUYERS

HANDLING DIFFERENT
OBJECTIONS

Globalisation, increased competition, and fast-emerging technologies have all changed buying habits. Clients are now more focused on outcomes, so salespeople can no longer rely solely on the traditional sales methodologies, new skills need to be developed. What is needed is **A Change in Sales Conversation.**

Essential Selling Skills develops and refreshes many of the core selling skills and disciplines that all salespeople need to become more effective, plus a variety of new skills such as uncovering insights and creating and delivering key sales messages visually.

As successful selling requires an understanding of both customer behaviour and your own behaviour; Arcanum include a module on Cognition so delegates can more easily understand how to easily Connect, Collaborate and Close.

'Essential Selling Skills'

Course Details & Technology



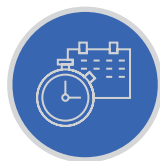
Format:

- Online & Face-to-Face
- Collaborative/Blended
- Pre, Workshop & Post



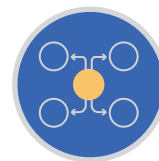
Attendees:

- Up to 30 people
 - Ideal for Executives
- With No Formal Training



Duration:

- Pre = 2 Weeks
- Workshop = 2 Days
- Post = 2 Weeks



Course/Learning Type:

- Modular
- 'Learning Circles'
- 'Spaced Learning'



Learning Actions:

- Over 40 Items
- Questions & Exercises
- Examples/Case Studies



Technology Used:

- PowerPoint™
- Wiztango/HTML 5
- Zoom or MS Teams



Digital Courseware:

- PDF Handouts
- HTML 5 Interactive
- Video



Analytical Evaluation:

- Measurable ROI
- Before & After Analysis
- In the Field Results

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