

GALLERY
GOI OF IDEAS

GOI ACADEMY

SALES TRAINING

THE ART

OF SALES

SALES TRAINING

TRAINING

Now more than ever there is a large cross over between departments, with varying roles supporting or assisting each other, therefore in the course topics and descriptions we have outlined below we have not specifically designated an individual department. Instead we will leave this to your discretion as to which team members you feel would benefit from each training.

Each section is accompanied with practical exercises and training guide for continued learning and development.

PRACTICAL PERSONAL DEVELOPMENT

Focusing on soft skills, preparation and personal responsibility

- Soft skills
- Process
- Methodology
- Knowledge base
- Efficiency
- Peace of mind
- Performance
- Confidence

*individual exercise on introduction presentation techniques

SALES TRAINING

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PRE-DISCOVERY

In this training you will learn how to discover all the relevant information you will need about your potential client and prioritise.

Pre-contact discovery

- How to research your potential client, what you should be looking for
- Information gathering
- Prioritising information
- Defining contacts needs
- Accessing contacts competition

**Group exercise on prioritising discovery information with justification of selection. This exercise develops the ability to organise relevant information and highlight clients needs.*

DISCOVERY

How to engage your contact from the first call and discover what problems they are facing.

First contact discovery

- Introducing yourself
- Building relationships
- Discovery questions
- Understanding customer business
- Re-cap confirmation
- Follow-up techniques

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PRE-SALES OBJECTIVES AND HAND OVER

In this training we will highlight the information we need and how we can obtain it.

- Understanding the client's decision making process
- Highlight clients' needs
- Identify budget
- Implementation timeline
- Expectations
- Sales prevention or sales assistance
- What is relevant information?

**group role-play on information sourcing and handover*

PRESENTING

In this training we will cover how to write and present your company and presentation.

Ethos, Pathos, Logos

Opening styles

Storytelling

Use of information

Relevance to client

Closing objection doors

Objection handling

** Group exercise on writing and delivering a presentation*

SALES TRAINING

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PERSONAL SALES SKILLS

In this section we will define the personal performance habits of successful people.

- Constructive habits
- Changing your outlook
- Creative thinking
- Time management
- Enhanced learning
- Objective management
- Self reward

**Group exercise on reward management*

RE-QUALIFICATION AND INTRODUCTION

- This training is designed to confirm the information you have received from pre-sales and introduce your role.
- Ethos
- Conversational skills
- Expectations
- Redefining priorities
- Closing objection doors

**Group exercise on introductions and relationship building*

SALES TRAINING

TRAINING

PITCHING AND THE ART OF STORYTELLING

In this training we will learn how to craft a pitch covering all needs and benefits.

- Pathos
- Logos
- Setting the scene
- Highlighting problems with solutions
- Benefits
- Relating examples to clients needs

*Individual exercise to create a pitch from a pre-sales hand over

CLOSING AND ELIMINATING OBJECTIONS

Developing skills that will enable the sales people to overcome even the hardest objection.

Corridor sales method

Using trigger questions

Closing techniques

Trial close v real close

Enhancement close

Follow up

*Paired sales pitch exercise



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