



## **Advanced Sales Strategies**

An organization is only as successful as its sales force: a team composed of individuals often highly proficient in product knowledge, but less confident in their abilities to effectively communicate with their clients.

Traditional sales skills training, focusing on the elements of the sales cycle, telephone skills, presentation cues, etc, is sufficient to meet the basic requirements of those individuals entering the world of sales, but does not adequately serve experienced sales people looking to perfect their communication, presentation and client relation strategies.

Through our Advanced Sales Strategies programme, Tomorrow Training strives to develop a personal coaching relationship with each individual delegate, in that the trainer who works through the programme with each person remains available as a mentor long after the programme is completed. This ensures that each coaching session is personalized, based on trust and open, honest feedback, and relevance to the specific needs of the individual.

### ***Process***

Prior to the coaching session, a 360-degree assessment is completed by the delegate, his/her manager, and peer group. This assessment aims to identify strengths, weaknesses, and potential growth areas. This enables us to develop a programme based on perceived as well as assessed individual needs.

Each coaching session focuses, to a greater or lesser degree, on developing skills in preparation, vocal cues, presentation, persuasive communication, body language, manipulation techniques, listening skills, dealing with difficult conversations, and the adaptation of sales presentations based on a thorough understanding of client needs. This is achieved through a series of simulated sales situations and discussions, continuous assessment and feedback, and self-assessment activities. We strive to create a safe learning environment, in which each delegate feels comfortable to push him/herself to greater levels of self-awareness and understanding.

### ***Follow-up***

Each delegate receives a theoretical handbook, which deals with each growth area and framework presented in detail. This is, therefore, available for further study and reference long after the coaching session is completed. In addition, each delegate will be assigned a number of follow-up activities, which must be completed and submitted for assessment and further recommendations. These activities are developed around the personal growth areas identified and discussed in the coaching session, and aim to assist the delegate in continuous self-assessment and development. Delegates will receive feedback on these activities through e-mail, telephonic conversations and, where necessary, further coaching sessions.

### ***Cost***



**Advanced Sales Strategies programme**

**R6 500.00 per delegate**

Includes:

Pre-course assessments, analysis, development of personalized programme, theoretical handbook, one-day coaching session, post-course activities and feedback.