

EL256

PATHS TO PERFORMANCE

NEW COURSE

Sell Solutions, Not Products - online training

 New courseDURATION
9 HOURSREGULAR FEE
219 \$

Objectives

How can you get out of the grind of merely competing on price, and instead be selling solutions that make you invaluable to your clients? This course will take you through a better conception of sales, moving from the prospective client stage all the way through to maintaining strong and profitable relationships that matter. It includes looks at consultative sales, interpersonal skills, and effective negotiation, with solid techniques that can be applied across the board in the field.

Targeted audience

Sales rep.

Prerequisite

None.

Content

1. Attract the attention of your prospective clients!

- What's one to do in the attention economy?
- Questions that make people say "yes"
- Can you ask high-quality questions?
- What are your best questions?

2. Understand clients' needs

- Explore your clients' space
- The hidden issues of your prospective clients
- Discovering your client's needs

3. Get to grips with consultative sales

- Think clients, clients, clients!
- How can you make your clients' lives easier?
- Problems that need resolving

4. Excel in client meetings

- What is the power of stories?
- What's your meeting guide?
- Successfully manage the first 5 minutes
- What's your secret?

5. Harness interpersonal skills for more effective negotiations

- Avoiding price wars
- What negotiating style is right for you?
- What is your profile as a negotiator?
- Maintaining a good relationship

6. Improve client satisfaction

- Your clients' expectations
- How can you choose priorities?

Subscription

Subscription english version

Subscription french version

- Managing client dissatisfaction
- Identifying customer expectations and satisfaction

Toolbox

- Questions that make people say "Yes"
- Discovering your clients' needs
- Problems that need resolving
- Preparing a client meeting
- Figure out your negotiating style
- Maintaining a good working relationship when negotiating
- Getting in sync with your client

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