



Mastery of the individual sales call (workshop)

Sales calls are successful when both parties believe they have moved significantly closer to a great outcome. This requires clearly articulated call objectives that deliver value, well-formulated questions and careful listening. It also demands readiness to share relevant knowledge, insights and recommendations. This workshop provides teams with a repeatable method for planning and executing successful sales calls.

What you and your team will gain:

- A proven method for call planning and execution
- Benchmarks for measuring the success of any call
- Practice in formulating and asking the four types of sales questions
- Knowing when and how to present relevant information
- Identify and learn how to get all necessary commitments

Day 1: Training on concepts that will be utilized through the workshop:

- Establishing the individual call objective
- Setting expectations for client commitments the result from the call
- The four types of sales call questions
- What to present and how to present relevant information
- Listening skills
- Managing the call from open to close

Day 2: Workshop: Applying sales call concepts to current account scenarios

- Half day: planning sales calls and critiquing the plans
- Half day: role playing the sales calls

Day 3 (One Month Later): Workshop: Review and further training on sales calls

- Half day: review of selected sales calls for questions and revisions

Day 4 (One Month Later): Workshop: Outcomes of sales call planning

- Half day: salespeople present the outcomes of their sales call work. We facilitate comments and make suggestions for improvement.