

# Advanced Professional Selling

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## COURSE AIM:

The role of the sales professional covers many aspects of business, which we know are vital to business success. This program is aimed at developing those key factors. It will also help experienced sales professionals step up a level by identifying and working on issues within the expanded sales process. The program uses the funnel to conceptualise the sales cycle, extending negotiation skills and enhancing value in dealing with complex sales situations in the market.

## IDEAL FOR:

Sales people, Sales Managers and business partners; people wishing to advance their learning in the sales career.

## YOU WILL BUILD NEW EFFECTIVE WAYS TO:

- Recognise and manage buyer behaviour
- Identify the customer decision makers
- Build important pathways between businesses
- Develop sales planning tools
- Track customer data for accurate forecasting

## COURSE OUTCOMES:

- Improved management of large accounts
- Sharper focus on single sales events
- Strengthened business relationships
- Added value to your previous training – enhance and develop your skills

## TOOLS:

Participants will receive comprehensive program notes including customer record templates and data management tool.

## METHODOLOGY:

- Interactive adult learning approach using individual and group participation
- Small teams

## FORMAT:

This program is delivered over two consecutive days  
Maximum attendees: 15 per course