

Advanced Sales Training

Empowering you to empower your customer

overview

In today's business world, creating a relationship with your valued clients that differentiates you from your competitors is a business imperative. To win new business and to grow your business you need: first-class delivery, sales methodology, account planning and market intelligence, but in the end, people buy from people.

However attractive our products and services may be, competitive advantage is created during interactions between sales and delivery teams and the individuals who are their clients.

is this course for me?

This course is aimed at sales and delivery managers, as well as anyone who would like to strengthen their selling skills.



*iLead is a leadership development-profiling tool that gives insights into a person's "Engines" or their cognitive patterns that drive their behaviour.

- ✓ Move one off sales to long lasting relationships
- ✓ Understand how to handle client objections and hesitations
- ✓ iLead Signature*
- ✓ Career progression and success
- ✓ Connect with your clients

outcomes:

- Deepen your self awareness so that you understand the cognitive patterns you have that make you successful and the the ones that derail you
- Profile your cognitive patterns with the iLead™ Signature; a Leadership development tool that gives insights into a person's "Engines" or their cognitive patterns that drive their behaviour
- Understand your own personal drivers and how they affect relationship building
- Build a perception of your clients' different values and needs and how to recognise these quickly
- Create a connection and build trust with your clients as a foundation for the client sharing valuable market information
- Learn how to overcome hesitations and objections and facilitate the client's decision-making process
- Discover succinct and efficient sales tool to implement immediately



Advanced Sales Training

Empowering you to empower your customer

highlights

- One iLead™ Signature per participant
- Deepen your self awareness and client awareness
- Create long lasting client relationships which serve both yours and your clients needs
- Understand how you hold yourself back and how to overcome it
- Understand and be able to apply the TRUST equation with your clients
- Become a trusted advisor to your clients, not just another sales person
- Learn how to really listen to your clients
- Execute high value questions
- Implement selling tools
- Communicate value to your customers and know the difference between features benefits and satisfaction

what previous participants have said

"The Creating Value with Clients course was a great opportunity to get outside the traditional sales mindset and look at how to establish a trusted relationship with clients creating value for your client and their customers. Lauren and Emmanuelle were fantastic facilitators who really got the group performing very well together, creating a strong learning environment and providing key take home techniques that will help me excel in my business development role. Definitely one of the best courses I've been on"

- Ian, Spring 2019 participant

key info

Workshop dates: Bespoke to your company's needs

Price: £1695 + VAT per participant

Contact: info@lea-p.com to enrol and find out more.