**Online Sales Training Programme**

Week 1 – Psychology of Selling

* Destroying the myth – sales is having a conversation
* Your experiences - Good and bad experiences of being sold to
* How does selling fit within your business – who are your key partners, who are your target customers?
* What makes an excellent sales person?
* Trust in selling – How do we develop it and keep it?
* Elevator Pitch – designing your own elevator pitch

Week 2 – Understanding You and Your Customer

* Elevator Pitch - Practising delivering your elevator pitch
* Understanding you – challenges, experiences, thoughts, perception
* Understanding your customer – who do they buy?,which products/services do they buy?
* What drives loyalty? – what are the key areas which drive customer loyalty?

Week 3 – Sales Strategy

* SPIN selling framework – what does a sales call framework look like?
* Challenger sales framework – what can we learn from Challenger methodology?
* The right approach – understand your market, what’s your marketing strategy?
* Your target customers – new prospects, organic growth, customer mix
* Reaching your customer – how do you communicate with your customers?
* Sales planning – preparing budgets and forecasts, who’s involved?

Week 4 – Business Model Canvas

* Business Model Canvas – target segments, key partnerships, value proposition
* Personal Action Plan – what’s your action plan/strategy to implement?
* Summary