**Online Sales Training Programme**

The 2 day Online Programme aims to provide practical learning, focusing on relevant Sales skills required to help you and your organisation grow.

The programme came about because there’s a lack of understanding about the sales process in businesses and organisations. They think it’s about selling a product, but it’s not - they need to understand their customer’s business.

In the current climate there’s a fundamental difference between how an organisation thinks their customers do business and how they’re customers really operate, so traditional B2B sales processes are ineffective.

Organisations with aspirations to grow don’t have the necessary sales knowledge to deliver the growth required.

They have forgotten or lost the concept of asking at a base level ‘Why do they buy from us?

Sales is about communication - a sales person is the conduit between their company and their customer. Taking time to understand an organisation’s processes and structure will be more successful.

The Sales programme focuses on helping develop the creative people organisations need to grow and flourish.

**Course Content**

* We will explore why the way we're selling isn't working anymore
* Inspire you to think differently about your customers and how you can support them.
* Explore options to diversify your portfolio and focus on new market sectors
* Develop new product offers to new & existing customers.
* You'll leave with actionable steps you can take that will transform how you do business.
* This interactive programme will include live case studies and practical exercises to help you embed the new approach when you go back to your organisation.

**Course programme**

**Who am I?** - Understand how to effectively ask questions. What’s your role within your organisation?

**Why do you do what you do?** - Learn how to build effective questions about your customers business

**Creating a pitch** - Developing your own introduction when meeting new people.

**Events v Process** - Understanding the difference between Events and Process based thinking.

**Who are your customers?** – Who are your target customers? Why should they buy from you?

**Mind-set – Fixed v Growth** – What is a Fixed Mind-Set? What is a Growth Mind-Set?

**Bamboo Principle** – Developing a strategy for growth for you and your company

**Sales Call Framework (Role Plays)** – Live Case Studies to embed the learnings