



Group Coaching

Course aims

These 3 - 5 day (not consecutive) coaching sessions is designed for small sales forces or 'self taught' sales people who feel that they would like to gain more control over their sales performance. The aim is to apply sales process and discipline to the current prospect pipeline, provide increased power and a clear plan of action to find and close future business.



How it achieves its aims

The sessions are highly proactive with the participants, from the start, applying the techniques learnt to specific situations. Role-plays and exercises are used to address each delegate's individual needs. Days 1 and 2 provide the fundamental skills in a workshop environment, whilst 3-5 are used to provide ongoing sales coaching for actual sales situations.

Who will gain from it

Small sales groups of up to 6

Pre sales people

Technical staff who need to understand the sales process

People who must sell themselves (e.g. consultants).

Customer support personnel

'Self taught' sales people

The course is customised to reflect your products and services.

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Benefits

Increased control of sales

- by identifying the real business value of the sales proposition
- by using a structured approach to winning the business
- through sharpening individual questioning techniques

Shortened sales cycle

- by identifying clearly where you are in the sales cycle and what to do next
- by extracting maximum value from meetings and activities
- by identifying clearly each individual's role in the sales process