



Advanced Selling Strategies

21 to 25 November 2010 / Beirut

OBJECTIVES

By the end of the program, participants will be able to:

- Respond to customers' needs in order to adapt their selling approach to those needs.
- Provide advanced selling knowledge and skills for dealing with customer's objections and closing the deal.
- Gain awareness of professional behavior during all phases of the sales call.
- Obtain an understanding on how to develop a long-term relationship and partnership with their customers.
- Uses the research-based Discs model, to help them better understand the profile of their customers.

WHO SHOULD ATTEND

All senior sales representatives and professionals, key account sales staff and sales managers and supervisors.

COURSE PROGRAM

Targeting Your Market

- Competitive Analysis
- Market Segmentation
- Product Positioning

The New Selling Process

- Stages in the Selling Process
- The Sales Competency Model

The SPIN Sales Model

- The Complete Sales Model

The Art of Negotiations

- The 5 Negotiating Styles
- Barriers to Successful Negotiation
- The Dos and Don'ts of Negotiation

Building a Long-Term Relationship with Customers

- List of Critical Variables
- Stages in Relationship Selling
- 7 Things Every Salesperson Needs to Know

Note: To confirm your registration kindly complete the form below and send to us by fax or email.



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Code: SM35

I want to register

I want to receive more details

Course Title: Advanced Selling Strategies

Course Date: 21 to 25 November 2010

Place: Beirut

Course Language: English Training Fees: US\$ 4,250.00 (four thousand two hundred fifty US dollars)

Full Name(Mr. / Ms.): _____

Position: _____

Company: _____

City: _____

Country: _____

P.O Box: _____

Email: _____

Telephone No: _____

Fax No: _____

Complete the form and submit by email or fax it to: +97142944372

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