

A black and white portrait of a man with short hair and glasses, smiling. He is wearing a dark suit jacket, a white dress shirt, and a dark tie. The background is a blurred office setting. The image is partially obscured by a dark diagonal shape on the left side.

Essentials of Selling

For New Salespeople

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Start your sales career the right way. Get the key selling skills you need to reach your sales targets.

Highlights

- Learn how to find and qualify new business leads.
- Prepare your own competitive advantage statements.
- Explore new ways to open a sales call.
- Learn how to close the business and get that deal.

Key Competences

- Selling skills
- Key selling models
- Generating leads
- Opening sales calls
- Analysing the competition
- Communication skills

The Right Programme for You

You are a salesperson, junior account manager or you provide sales support in your company. This programme gives you the key skills you need to become a great salesperson and reach your targets.

New Managers



Learn, Practice and Use

- **Identify** the behaviours and skills of a successful sales professional in today's world
- **Describe** different types of selling models that work
- **Identify** elements of the sales framework that you can use
- **Understand** prospecting basics and be able to conduct a great sales call
- **Use** a customer-centred selling approach to provide value
- **Choose** a closing technique to get the business
- **Manage** the customer relationship on an ongoing basis - stay close
- **Develop** an action plan to apply your new skills when you get back to your office
- **Apply** segmentation strategies to different customers
- **Describe** the "Find and Qualify the Business" process in easy steps
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



2 days
€1,995

Live Online



4 x 3-hour sessions
€1,995

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/sales for dates, locations and full programme outline

Programme Modules

1

The Importance of Sales

- Sales from a customer-centred perspective
- Understand a customer's buying cycle process
- Learn how sales functions are different from the functions of the rest of the organization
- Explain how sales creates opportunities that contribute to the industry and organization
- Identify how a sales department interacts with an entire organization

2

Characteristics of a Successful Salesperson

- Identify characteristics of a successful salesperson
- Explore sales success models

3

Selling Models

- Describe characteristics of different selling models

4

The MCE Sales Framework

- Use the MCE sales framework

5

Plan for the Business

- Describe how to analyze an industry and territory
- Identify information that should be included in a customer profile
- Apply segmentation codes to differentiate customers
- Describe how to prepare competitive advantage statements

6

Find and Qualify the Business

- Identify resources and methods for generating leads
- Describe the "find and qualify the business" process steps
- Identify categories of customers
- Strategize ways to respond to common objections

7

Earn the Business

- Describe the "earn the business" process steps
- Describe ways of opening a sales call
- Apply questioning techniques to discover and confirm needs
- Describe strategies to present options and resolve objections
- Discuss closing techniques

8

Deliver the Business

- Describe the "deliver the business" process steps

9

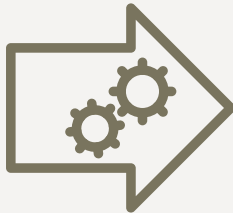
Manage the Relationship

- Describe the "manage the relationship" process steps
- Identify technologies and methods for maintaining customer information
- Describe strategies for maintaining communication with a customer



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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Visit mce.eu

