



TARGET

Anyone in an active sales role who wants to improve their sales attitudes, their ability to understand the client and convince them.

STAKES

Building quality relationships, distinguishing a customer's needs, providing them with an appropriate response to obtain solid agreements, these are essential commercial skills in a global and highly competitive environment.

As an ideal partner, you can transform your prospects into satisfied customers, who will recommend you for a long time.

BENEFITS

- Bring value to the client, at each stage of the sale
- Optimize the chances of success
- Know how to defend your margin and to conclude
- Build a network of lasting relationships
- Transform each commercial contact into a source of recommendation

PREREQUISITES

No prerequisite or prior knowledge are necessary to register for our training courses.

TEACHING METHODS

Our inter-company training courses include 5 days (35 hours) of collective coaching, one day per month.

In order to train both for face-to-face and remote interactions, *the 3rd day takes place in remote mode*, via Teams. We meet in the same physical location for the other 4 sessions.



the program takes place over 4 months with the aim of triggering awareness, decisions and actions for a long-term behavioral change.

TRAINING ACCESSIBILITY

All our inter-company training courses take place in locations adapted to accommodate people with disabilities.

In general, if there are people with disabilities among the participants, please let us know and tell us what you want to put in place to allow them to fully participate in the training.

TERMS OF SERVICE

<http://www.amenity.fr/conditions-generales>

CONTACT

training@amenity.fr
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LEARNING PATH AND DETAILED PROGRAM

Day 1 facilitating the act of purchase

The role of a salesperson is to help the customer buy, through a conscious act. Learn to communicate, to convince and create such a level of customer satisfaction that they become our best ambassador.

- The keys to client's purchase: knowing how to consciously influence
- Active recommendation: making each contact an ambassador
- Key attitudes to convince
- Interpersonal communication applied to sales

Day 2 seizing opportunities

Selling is a series of successful steps carried out in the right order. First, make contact, create trust and make the prospect want to move forward. Then fully understand their language, their need and the benefits they are looking for.

- Telephone prospecting: your initial positive impact
- The first contact: making a great impression
- Framing a need or how to understand the client
- Translating features into client benefits

Day 3 (remote) handling objections

In their quest for the ideal business partner, the client may have questions, he may express doubts, or even make demanding requests. They will sometimes be realistic, sometimes not. The salesperson, with a positive attitude, must be equipped with all the tools to handle objections and bring out the right decisions.

- Handling objections: seizing every opportunity to progress
- Building trust to be able to prescribe and advise
- Saying No effectively
- Defending your price

Day 4 driving towards the conclusion

Selling is a series of successful steps carried out in the right order. After having perfectly formulated the client's need, it is necessary to build an offer that meets it, know how to defend it and help the customer make the right decision.

- A value proposition that generates engagement
- Convince when presenting your offer
- Present your offer in front of a decision committee
- Close a sale: helping the customer make a good decision

Day 5 promoting partnerships

Selling is a series of successful steps carried out in the right order. Once you got the signature, the stages of building the relationship begin. Knowing how to anchor, develop and perpetuate this relationship, with our active contacts and beyond.

- Customer relationship monitoring: ensuring long-term satisfaction
- Complaints management: recreating undermined satisfaction
- Managing a self-prescribing sales network
- Engaging a network of stakeholders serving our clients

Program designed in
collaboration with
Carl Jacobs from

Boost
PEOPLE & PERFORMANCE