The Sales Catalyst

5-day Intensive for Explosive Growth

Know your client – understand your customer journey

"Every effective sales process starts with the buyer. What drives the buyer's decision to consider change? What are they after, in real terms? What is their process for purchase, from the moment they realise they need help to the moment they make the purchase? Who is involved in the decision, and what do they need and when in order to make that decision? Once you understand how the buyer buys, you're well positioned to map a sales process that matches them step for step."

To be effective in sales – consultants need to bring the sales process into their daily work incorporating it into the flow of their job. They need to drill down, mapping out the milestones within the stages, match the buyer's journey, ensure all stakeholders are engaged, identify competitors, determine whether to invest their resources in to moving the prospect to the next milestone. All key skills to meet and exceed goals.

Our proposal includes the development of a 5-day comprehensive programme, offering modules catering for the customer service team, customising and personalising these interactive sessions for the teams environment, ensuring relevance and maximum sales impact.

WHO SHOULD ATTEND

- Customer Service Team
- Customer Service Managers

HOW WILL YOU BENEFIT

- Enhance both external and internal communication skills
- Foster stronger teamwork within sales and customer service departments
- Gain insights to manage and surpass sales targets
- Develop strategies for greater market understanding and future planning
- Master techniques to cultivate existing customer relationships
- Learn how to identify, create and approach new prospective business opportunities
- Hone negotiation skills and seal deals effectively
- Learn how to formalise leads and convert them into sustainable business opportunities for future growth
- Discover how to optimise an effective follow-up process
- Gain confidence in customer service excellence

Each module features practical, interactive exercises for enhanced learning and engagement

Five-day course 08:30am - 16:00pm

Tel: (031) 267 1229

sales@kznbtc.co.za | www.kznbusinesstraining.co.za

SESSION 1 – ONE DAY

COMMUNICATION HARMONIOUS TEAMWORK

- Explore the significance of effective business communications and its goals- why is effective communication so important?
- Develop and enhance your active listening abilities
- Discover the importance and techniques of professional communication both internally and externally
- Delve into the nuances of verbal and non-verbal communication, encompassing tone, body language and written correspondence
- Recognise the impact of accurate and timely communication
- Understand the fundamentals of human collaboration and teamwork
- Learn techniques to foster and sustain relationships, both within and outside the organisation
- Cultivate effective methods of positively influence
- Embrace professional manners and etiquette across various communication channels, including telephonic, virtual and in-person interactions
- Master the art of asking pertinent questions and delivering effective answers
- Acquire strategies for managing confrontational communication
- Turn objections and rejections into opportunities for positive outcomes
- Develop effective time management skills to maximise productivity and contribute value to the company

SESSION 2, 3 & 4

EACH ONE DAY

INTERNAL SALES FUNCTION
CUSTOMER SERVICES REPRESENTATIVES

SESSION 2

Module 1: Ensuring Customer Satisfaction

- Gain insight into the significance of customer service excellence and achieving customer satisfaction
- Learn effective customer service communication techniques- verbal and non-verbal
- Develop interpersonal skills for interactions both within and outside the organisation
- Learn how to foster meaningful engagement with customers through effective interactions
- Understand how to process customer orders and requests efficiently

SESSION 3

Module 2: Telephonic communication

- Master telephonic techniques for effective communication
- Develop telephonic sales skills, including techniques for closing deals over the phone
- Explore methods of how to cross-sell and upsell telephonically

Module 3:

- Gain insight into effective time management techniques and processes
- Commitments to customers- the implications, meaning and costs
- Learn how to monitor and enhance customer service to ensure satisfaction and loyalty
- Understand logistics methods for effective order and delivery planning

SESSION 4

Module 4: Effective reporting

- Learn how to deliver compelling and effective presentations of information on to the sales team and management, aimed at enhancing overall sales performance
- Learn how to monitor sales data and identify trends and opportunities for improvement
- Understand Recording and tracking customer service levels to ensure consistent excellence
- Understand how to implement processes outlined in Service Level Agreements (SLA's} to meet customer expectations
- Learn how to address customer concerns and challenges with empathy and professionalism
- Develop the ability to turn instances of rejection into positive outcomes

SESSION 5 – ONE DAY

COLLABORATION OF SALES FUNCTIONS

- Review and reinforce all communication strategies covered
- Recap of Team building - include practical exercises
- Establishing structured formal procedures to ensure longevity & sustainability of improved communication
- Establishing structured formal processes to ensure sustainable business growth
- Aligning customer service functions with the company strategy
- Methods for consistent motivation
- Effective meaningful presentations for both external and internal communication - what is needed and how to ensure data is meaningful