

INFINITE-POSSIBILITIES IMPACTING SALES SERIES

Selling Strategies To Win The Project

“How to manage the sale to make sure you get the order!”

How many times have you been in the position of being told you're about to get the order, only to be told at the last minute, that it went out of your contacts hands, and the business has gone to someone else?

This course is about preventing that happening by anticipating the more complex and sophisticated buying patterns that you will experience in project sales.

Aim – Selling Strategies is about learning a successful sales strategy to be able to manage even the most complex sales and tender negotiations to get the sale.

Objectives - delegates will be able to:

- Understand the roles played by multiple decision makers in the project buying process
- Keep close to all the buying influencers
- Identify and manage each stage of the project sale to pull it closer to you
- Communicate at a higher level through effective use and understanding of verbal & non-verbal communication
- Consistently out-manoeuvre your competition
- Focus on your best bets to get the best possible returns from your time and effort, driving your conversion rate up

Who Should Attend?

Sales people who can demonstrate sales experience and have a willingness and determination to achieve consistently outstanding performance.

Course Topics:

- Maintaining a peak selling state
- Selling to multiple decision makers and project teams.
- Understanding and managing the project sale sequence, the major players and how to satisfy their needs
- Psychology of organisational buyers - how to win them over
- Using non-verbal communication to reinforce your message.
- Strategies for keeping track of the project.

What previous delegates have said about this programme:

“The area on complex sales, made clear the reasons why some orders evade me and how to overcome this”. A Hudson - MG Metcalfe & Son Ltd

“Excellent, and I would look to go on another sales course of this standard anytime”. Andy Graves – Knights of Old .

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