



Effective Sales Training

Because a Well-Trained Sales Team is a Winning Sales Team



Our Dynargetic Effective Sales Training programme trains sales teams to achieve their peak performance. Teaching powerful communication and negotiation skills, objection management, behavioural excellence and more, our programme makes the most of the experience of each participant.

GOALS

Effective Sales Training is a programme that will challenge your sales team. Designed to help account executives accomplish their objectives in today's dynamic and demanding business environment, the programme will greatly improve their performance, train them in business approach and methodology, and hone their business language skills.

OUTCOMES

- Aligns sales team culture with organizational goals
- Develops peak performance of the sales team
- Creates a new sales approach methodology
- Helps the team use their commercial contacts more effectively
- Builds the self-confidence of each participant

METHODOLOGY

Using practical methods, participants will be coached on the best attitudes and behaviors to better perform at each stage of the commercial negotiation. They will learn to adapt what they have learned to their customers' needs, thus increasing client satisfaction, retention and spontaneous recommendation.

PARTICIPANTS WILL BE ABLE TO:



PROCESS

Effective Sales Training is a 4-day (2+1+1) programme, consisting of 5 modules.
Group size is limited to 8 participants.

Module 1

The Negotiation Preparation

Module 2

The Communication Toolkit

Module 3

The Negotiation Process

Module 4

Managing a Difficult Situation

Module 5

Bring It to Our Reality

PROGRAMME CONTENTS

The Negotiation Preparation

- Preparation = 99% of success
- Setting and controlling goals
- The qualities of a great negotiator

The Communication Toolkit

- The tools for effective communication in sales
- How to listen and how to ask questions
- The telephone as a sales tool

The Negotiation Process

- The different stages of a negotiation: sales as a process
- Selective argumentation
- Presenting and defending your own product
- Learning how to close

Managing Difficult Situations

- Managing objections in a positive manner
- Self-affirmation and learning how to say "no"
- Upward communication: how to act effectively with a superior
- Managing complaints

Bring It to Our Reality

- Motivation and preparation of practical applications
- Oral application report
- Attitudes and behaviors of excellence

WHY CHOOSE DYNARGIE

- ✓ **Quality:** Our workshops are consistently ranked 3 out of 4 or higher
- ✓ **Experience:** Our certified consultants have at least 5 years of prior professional experience
- ✓ **Longevity:** 75% of our consultants stay with us for 5 years or longer
- ✓ **International Approach:** Dynargie has been shaped by 4 continents, 14 time zones and 11 languages

ABOUT

Dynargie is a dynamic management consulting and training company dedicated to influencing and managing positive change in both people and organizations. Founded in Switzerland in 1982, we operate in diverse cultures spread over 10 countries and 11 languages. Through our unique training and consulting methods delivered by our multidisciplinary consulting team, we help transform difference into agreement, and make individuals and organizations more productive.