

Everybody is in Sales

> Customer Focused Selling



What to Expect

- Measurable sales performance relevant to your business/your market
- Additional skills to effectively sell into a 'buyer dominated' market
- Improved understanding of sales impact of different levels of relationships
- Understanding of the impact of individual sales style - customer buying style
- Improved business performance through relevant planning/forecasting
- Increase in sales results with implementation of a sales process
- Increased customer retention through implementation of value offer

About the Program

- Understand your business
- Program delivered over 2 days - your location
- Participant action plan for follow up session
- Follow up half-day review/improvement program (optional)
- Follow up to participants online

Program	Program Outline
Customer Focused Selling 2	<ul style="list-style-type: none"> • Selling today • Your business today • Attitude is everything • Customer-focused selling • The sales process • Managing customer resistance • All customers are different • Understand the impact of your Sales Style • Understand customer's buying style - process • Communicating to differentiate • Understand your value offer • Negotiating is a skill • Negotiate your 'value offer' • Getting to yes - customer styles negotiation • Planning to succeed • Your KPI's - sales critical success factors • Develop the 'sales habit's • Individual commitments/objectives
Continuous Improvement. Follow up session optional	<ul style="list-style-type: none"> • Team member feedback • Areas to improve • Individual plans - review actions

About Us...

AgExcellence is a training and development consultancy committed to building workforce capability through the delivery of customised solutions based training and development. AgExcellence specialises in sales, business, communication, management and leadership programs designed specifically for the retail sector.

Why choose AgExcellence?

We don't just deliver training. Our focus is on integrating solutions to empower your personnel and arm them with the skills they need to improve their productivity and increase profitability. We take a holistic approach to achieving the goals set for your business by implementing a structured, sustainable and measurable process. We bring over 35 years of frontline and senior management experience combined with outstanding facilitation, friendly, responsive and personalised service.



Training your business...is our business

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