

## **1-Day Advanced Sales Training (8 hours)**

### **Session 1: Understanding Advanced Sales Techniques**

- **Introduction to Advanced Sales Concepts**
  - Understanding the evolving sales landscape
  - Advanced sales processes vs. traditional sales
- **Customer Psychology and Behavioral Insights**
  - Understanding buyer psychology
  - Leveraging emotional intelligence in sales
- **Consultative Selling Approach**
  - Moving from product-centric to customer-centric selling
  - Identifying pain points and providing solutions
- **Case Study 1: Customer-Centric Selling**
  - Participants will analyze a real-world sales scenario where a company shifted from product-based selling to a consultative approach and increased customer retention. Discussion on what strategies were effective.

### **Session 2: Strategic Sales Planning**

- **Creating a Sales Strategy**
  - Identifying target markets and ideal customers
  - Defining sales objectives and key performance indicators (KPIs)
- **Sales Pipeline Management**
  - Building and managing a healthy sales pipeline
  - Forecasting and achieving sales goals
- **Optimizing Sales Channels**
  - Direct vs. indirect sales channels
  - Aligning sales channels with business strategy
- **Case Study 2: Sales Pipeline Optimization**

- A case study on how a company restructured its sales pipeline to increase lead conversions. Participants will review the steps taken and brainstorm alternative strategies to improve efficiency.

### **Session 3: Advanced Negotiation Techniques**

- **Negotiation Fundamentals**
  - Stages of negotiation: Preparation, discussion, and closing
  - Effective communication and listening skills in negotiations
- **Tactics for Successful Negotiation**
  - Handling objections and difficult questions
  - Creating win-win scenarios
- **Closing Techniques**
  - Recognizing buying signals
  - Strategies for closing complex sales deals
- **Case Study 3: High-Stakes Negotiation**
  - Participants will work on a complex negotiation case where they must resolve objections from a client and close a deal. They will present their negotiation strategies and compare different approaches.

### **Session 4: Sales Leadership and Team Building**

- **Building a High-Performing Sales Team**
  - Motivating and leading a sales team
  - Role of coaching and mentoring in sales
- **Sales Management and Reporting**
  - Analyzing sales data and performance metrics
  - Tools for sales reporting and analysis
- **Managing Sales Conflicts**
  - Resolving conflicts within the team
  - Customer conflict resolution strategies
- **Case Study 4: Leading a Diverse Sales Team**

- A case study exploring leadership challenges in a multinational sales team, including conflict resolution and performance management. Participants will propose leadership strategies to enhance team performance.

### **Session 5: Technology in Sales and CRM Best Practices**

- **Leveraging Technology for Sales Success**

- Using CRM tools for managing customer relationships
- Automation and sales tools for productivity

- **Data-Driven Sales Strategies**

- Using sales analytics to improve performance
- Tracking customer behavior and preferences

- **Case Study 5: CRM Implementation for Sales Growth**

- Participants will examine a case where a company implemented a CRM system and saw a significant boost in sales. They will discuss the CRM features that contributed to the success and how data-driven decisions were made.