Strategic Sales Pro Training Curriculum

LePhair ASSOCIATES

These are suggested workshops for Sales Professionals and Account Managers looking to increase their effectiveness in business development and customer service excellence. All workshops are customizable to the needs of the organization.

Warm Prospecting: 1-Day Workshop

For the majority of sales professionals and business developers, proactive prospecting, whether it's for new clients or additional business from existing clients, is challenging and often avoided. The Warm Prospecting Workshop helps participants develop a focused approach to their prospecting campaign with proven processes, methodologies and tools along with a personal action plan and goal setting that will lead to sales success.

Time Mastery for Sales Professionals: 1-Day Workshop

Achieving goals, staying ahead of the competition and responding quickly to customer needs is becoming more and more challenging in today's ever changing, information driven workplace. Setting priorities and managing time are fundamental to enhancing both individual and organizational performance. Using the Time Mastery Profile tool, sales professionals assess their time management effectiveness and create a personal plan for improving skills in these key areas.

Consultative Selling: 2-Day Workshop

Suggested Prerequisite: Warm Prospecting

Most successful business developers and influencers believe the key to their success is the ability to communicate effectively with clients, and to develop and grow strong relationships. Very few of us are born with these skills and therefore they must be learned and practiced in order to be successful. Using a combination of highly interactive lectures and "doing it" clinics and role plays, participants develop the confidence and ability to immediately use the consultative selling and relationship building tools learned with their clients.

Presentations that Sell: 1-Day Workshop

Suggested Prerequisite: Consultative Selling

Business developers and account managers need to be able to deliver presentations that sell. This workshop shows them how to create strong value propositions that resonate with clients or prospects, differentiate themselves from the competition and substantiate claims and benefits. Utilizing the Presentation Planning Checklist and best practices tips, they will learn to effectively structure and theme presentations that are compelling and sell.

Increasing Sales Efficiencies with MS Outlook: 1-Day Workshop

Suggested Prerequisite: Time Mastery
(In partnership with Priority Management)

Effective time management is a key driver of sales productivity and yet so many sales professionals lose sight of its importance. This workshop shows participants how to more efficiently manage their time through the sales process by using MS Outlook to 1) organize to-do's, appointments and scheduling, 2) turn emails into tasks, contacts and appointments, 3) link tasks to contacts and 4) support overall Client Relationship Management. Making use of these simple tools will help improve client management and dramatically increase potential sales results.

Buyer Centred Selling: 2-Day Workshop

Suggested Prerequisite: Consultative Selling

Geared to the intermediate level sales professional, this seminar builds on the key skill sets and tools learned in the Consultative Selling Workshop. Through "doing-it" clinics and role plays, they will not only hone their prospecting, consultative selling and presentation skills but take them to the next level by learning to identify their unique value proposition, competitive advantages and strategic account management and planning strategies. These immediately transferable skills will help to retain existing clients and win more business.

Becoming a Trusted Advisor: 1-Day Workshop

Suggested Prerequisite: Consultative Selling

Most business developers and account managers aspire to become 'Trusted Advisors' to their clients, where the client comes to implicitly trust the consultant from both a business and personal perspective. This interactive workshop introduces participants to the four elements of trust (credibility, reliability, intimacy and self orientation) and the supporting skills and tools that will increase client trust levels and move them closer to 'Trusted Advisor' status.

To learn more about the results that you can expect or to arrange a free trial and consultation, contact us at: info@lephairassociates.com or call 905-509-2717.

lephairassociates.com