

managing the sales process

SKILLSHOT™ clinics



Are your decision-making dates endlessly creeping?

Are you finding it difficult to pin your customer down to a decision?

In a recessionary market, customers scrutinise buying decisions more closely and become more risk-averse resulting in a longer decision-making process. Applying pressure to force a decision does not work; if anything, it will make the situation worse. The answer? To rigorously manage your sales process.

Under these conditions, an effective sales person will focus on managing the whole sales process, not just the closing stages. Success will depend on gathering upfront the information that is critical to managing the sales process: the customer's decision-making process and timescales, budget allocation, critical events, influencers and decision-makers.

In 2 hours you will

- Define your sales process and average sales cycle
- Learn how to identify the customer's decision-making process and associated timescales
- Develop the art of managing the sales process to your timescales
- Learn how to maintain momentum and gain the customer's commitment at each stage in the sales process
- Use non-pressurised closing techniques to bring a sale to a conclusion

What next?

Contact us by calling 08700 704242 or email: info@4ty2.co.uk

SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a recessionary market

SKILLSHOT™ clinics

Surviving in a recession

Developing and activating recession-fighting strategies, designed to maximise sales performance

Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

Building a robust pipeline

Improving hit rates by adopting a strategic approach to prospecting resulting in fewer cold calls and higher conversion ratios

Making cold calls count

Turning cold calls into productive conversations that increase your call to appointment conversion rate

Negotiating in a demanding market

Standing-up to, and counteracting, well trained, experienced negotiators

Developing a differentiating value proposition

Designing, developing and delivering a business winning case

Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

Something different?

If you, or your business, would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our Sales Health Check methodology