

## Outline of Sales Courses

One to Two Day Interactive Training Program with Bill Carson

Sales Excellence, Sales Performance & Collaborative Selling Coach

A Comprehensive Selection of Selling Skills and Sales Management Workshops for Salespeople, Entrepreneurs, Business Owners and Leaders.

From core, to advanced and elite level training.

If you have additional or specific needs, please contact us to discuss

Category	Program Modules	Days	Outcomes of the Program
<b>Core Level Selling 101</b>	<b>C.A.R.E Selling Skills Workshop</b>	1, 2 or 1+1	How to apply the C.A.R.E Selling System – Mindset, Skillset and Style-set to lift your selling skills to higher levels through co-creating value with your Clients/Customers
	<b>Value Proposition &amp; Best Practice Selling Skills Workshop</b>	1, 2 or 1+1	Identify and capture the best practices and key expertise from top sales people across your business and industry
	<b>Collaborative Solution Selling 1 – Acquisition</b>	1, 2 or 1+1	How to win new business. Prospecting, first meeting, second meeting, positioning your company, high quality questioning, handling objections, price resistance and closing.
	<b>Collaborative Solution Selling 2 – Retention and Growth</b>	1, 2 or 1+1	How to retain and grow existing customers, understanding behavioural styles and preferences.
	<b>Telephone Selling Skills</b>	1, 2 or 1+1	Ensure that telephone salespeople are skilled to maximise phone sales and handle customer issues.
	<b>Product Knowledge</b>	Ongoing	Enhance product knowledge provided by Subject Matter Experts to align more powerfully to the sales process.
	<b>Retail/Showroom/Trade Centre Selling/Trade Show</b>	1, 2 or 1+1	Ensure that counter, showroom, trade centre & trade show sales staff maximise sales and service interactions.
	<b>C.A.R.E Service Skills workshop</b>	1, 2 or 1+1	How to apply the C.A.R.E Service - Mindset and Skillset. Lift your customer service skills, mindset and processes to higher levels to create excellent customer experiences.
	<b>Selling Skills Assessment</b>	1, 2 or 4 hour Session	Each salesperson is assessed on the integration of the training and Sales Managers create a Personal Development Plan with each of their salespeople.

Category	Program Modules	Days	Outcomes of the Program
<b>Advanced Selling 101</b>	<b>Collaborative Solution Selling 3 – Negotiation</b>	1, 2 or 1+1	How to conduct negotiations on a day-to-day basis so that maximum margin and price are achieved.
	<b>Personal Sales Leadership. Goal Achievement, Time Management and Wellbeing for Salespeople</b>	1, 2 or 1+1	How to achieve goals, stay motivated, manage time efficiently, manage stress, be on purpose, and on message.
	<b>Strategic Selling for Major Sales</b>	1, 2 or 1+1	How to sell into complex multi-buyer accounts that have long sales cycles.
	<b>Presentation Skills</b>	1, 2 or 1+1	How to present powerfully and effectively in front of both small and large groups.
<b>Elite Level Selling 101</b>	<b>Business Acumen Selling</b>	1, 2 or 1+1	How to understand the financials of your own business and the client's business, so that the salesperson can sell higher margins, and more complex solutions.
	<b>Advanced Solution Selling</b>	1, 2 or 1+1	Identifying strategic opportunities and developing advanced solutions for key accounts.
	<b>Leadership Skills for Emerging Sales Managers</b>	1, 2 or 1+1	Providing leadership skills to experienced salespeople who are being groomed into Sales Management roles.
<b>Core Level Sales Management 101</b>	<b>Sales Management – Tools &amp; Processes</b>	2	Tools for managing and measuring sales activity to achieve sales results.
	<b>Train the Trainer to run the “Skills Drills for Review” and “Reinforcement Sales” Coaching Program</b>	1	The Skills Drills for Review and Reinforcement' program enables Sales Managers to regularly train and coach their salespeople on a weekly basis.
	<b>Leading and Coaching for Sales Excellence</b>	2-4	How to lead, motivate and coach salespeople, conduct joint sales calls effectively, and develop and train your sales team
<b>Advanced Sales Management 101</b>	<b>Leading the Sales Team</b>	2	Leadership skills, hiring, retaining, building and nurturing high performance.