



## SALES FOR GROWTH

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EVENT

# Managing the Sales Process

This workshop has been designed to provide an introduction to the underpinning methods and skills which are utilised by highly successful sales people.

This half-day workshop will give managers from small to medium-sized businesses the knowledge and methods needed to incorporate the selling process with their marketing and business planning.

During the session you will explore the following:

- The ideal sales person
- Approaches to selling
  - *Traditional*                      - *7 Steps*
  - *SPIN model*                      - *Features vs. benefits*
  - *Open plan method*           - *Facilitative selling*
- The key account management process
- Sales funnel concepts and their application
- Sales flow/pipeline management
- Managing your successful sales people.