

Sales Awareness Training For Technical People

Overview

Consider the fact that many of your highly skilled technical people engage with prospects and clients on a regular basis. Arguably they are an extension of your sales team yet strangely in most cases they have never been exposed to sales awareness training.

As product offerings become more and more complex, technical people are regularly required to use their expertise at client/prospect meetings, presentations and whenever they are on site. Doing their best may be sufficient but can you imagine how they could perform if they were more 'sales aware'? These highly skilled people will readily do more and can be extremely helpful in so many client facing scenarios. They do however need to be trained and have a high level understanding of the positive impact they can make in the commercial world.

Today smart companies are leveraging their internal assets including technical support in a more commercial way. These companies are therefore better prepared to advance the sale cycle and provide valuable business intelligence that may not ordinarily be shared with your sales team.

Who Should Attend

This course is aimed specifically for technical support or pre/post sales. Given that they perform such a vital role in accelerating sales then everyone involved in these areas should attend. Anyone who is client facing will reap the reward of better understanding clients approach to business and how they can add significant value to the sales cycle.

What's In It For You!

Your technical people will be much better prepared armed with a basic but structured understanding of how sales work and which elements they should get involved with. They will be energised, happy to share information, be able to add value and qualify key positions whilst on site. They will be able to perform better and may even spot additional business opportunities. They would have been trained to perform in a business like manner when on site and taught how to effectively gain a competitive advantage. Having savvy business and sales aware technical people will undoubtedly give you the edge in business.

Topics Covered

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| <ul style="list-style-type: none"> • Understanding the sales cycle • Understanding buyers and influencers • Buying motives • Listening skills • Sales presentations • Skills required • Building rapport • 40 Sales Milestones | <ul style="list-style-type: none"> • Good sales practices • What is a sales process • The politics of sales • 22 on site tips • When not to get involved • Business creation • Communication |
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Training Course Includes

Initially we look at what the sales cycle is and where technical people should and shouldn't get involved. Attendees will learn how to easily build rapport, how to act and what to look for when working with prospects and clients. An insight into what sales do is usually a revelation as is the best way to communicate.

Trainer

Mike Palman, our Managing Director, personally built highly effective technical aware teams for many years and greatly benefited from teams with extraordinary technical talent who were sales aware.

Today Mike presents this course and continues to work with highly technical people. He provides the building blocks and by helping put labels on the processes that are undertaken by sales. Mike started off in technical and has worked extensively in sales and sales leadership and management for globally recognized companies including IBM, Philips, Hertz and Yale.

Mike is passionate about the results that technical teams can provide to sales. Often they are the bridge between the client and sales. Mike personally understands the value of having a sales savvy technical team who perform on site.

Course Details

Duration:	One / Two Day				
Presented:	In House				
Fee / Cost:	<table border="0"> <tr> <td>One Day Silver Course</td> <td>£1995</td> </tr> <tr> <td>Two Day Gold Course</td> <td>£3495</td> </tr> </table>	One Day Silver Course	£1995	Two Day Gold Course	£3495
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Need more information now?

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