



TARGET

New Business Development

DESCRIPTION

This program develops the core thinking, communicating and consulting skills required to become a persuasive solutions provider and 'trusted advisor'.

TARGET - New Business Development is an experiential program that looks at the shift required to sell products as solutions.

Highly effective communication planners and real customer scenarios make application back in the workplace easier.

Participants learn how to improve through powerful exercises, role-plays and presentations. They also receive one-on-one feedback and coaching that accelerates the learning process.

OUTCOMES

- Understand personal thinking preferences, selling strengths and why you do what you do
- Be able to profile others and adjust approach and style appropriately
- Use a warm call planner to maximise success in getting meetings with decision-makers
- Use a discovery methodology to sell through questioning
- Improve agreement by establishing personal credibility
- Reduce the sales cycle
- Better articulate your solution value at all levels
- Develop value propositions that differentiate from the competition
- Be more persuasive and confident
- Save 50% of time planning persuasive responses

KEY AREAS

- TARGET New Business Development
- Whole Brain Thinking, Communicating and Selling
- Warm Calling
- Selling Through Questioning
- Planning Persuasive Responses

METHOD

Instructor led, highly experiential (learn by doing) course using video, discussion, role-plays, presentations and communication exercises

COURSE DURATION

3 Days

