

# Sales Skills

## Training

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### Context

Consultants, at all levels, need an understanding of the key skills and strategies required to be successful in the important business development ('selling') part of their role – whether this is 'selling on' to an existing client (operation) or approaching a new client (operation).

The following need to be covered to learn to sell effectively:

- Building Effective Business Relationships
- Account-Entry Strategies
- Active Listening and Questioning
- Differentiating your offering
- Bid Management
- Presentation Skills
- Negotiation Skills

### Why Should I Attend?

If you have a role where you must sell either your individual performance; your team performance; or the concept of shared services to the rest of the business, then this will be a very useful session.

The training will enable you to improve your sales skills, leverage techniques to win new clients and retain existing ones, and enable you to build more profitable relationships and gain increased market share.

We offer a training course that combines the theory with the practical implementation to develop understanding and sales skills. We ensure that our courses lead to sustainable learning rather than one-off content exchange.

We measure our own training performance through Net Promoter Score (NPS). If we score lower than a 7 overall then you are entitled to your money back.

## Facilitators

**Rakesh Sangani**, Founder and Managing Partner, Proservartner (over 35 shared service centre and BPO set ups, lean practitioner and six sigma black belt)

**Mark Saunders**, Senior Partner, Proservartner Poland (former CFO, CPO and head of shared services and First Data)

## What will we cover?

Sales skills scope:

- Understanding uniqueness of each client and developing rapport with a variety of clients.
- Developing sponsors and talking to the “right people at the right time about the right issues”
- Understanding the client’s business problems and develop needs in areas where you can provide solutions.
- Clarifying your competitive differentiators. Understanding how clients are going to buy and influencing their decision criteria.
- Creating effective, high-impact, written proposals
- Delivering influential sales presentations
- Reaching win-win situations in often complex negotiation situations, without reducing prices and margins

## Agenda

13:00 – 13:30	Registration and Introductions
13:30 – 16:30	Content, Training and Facilitation
16:30 – 17:00	Questions and Close

## Logistics

Time:	13:00 - 17:00
Date:	Fri, 19 Dec 2014
Venue:	Olivia Towers, Gdansk
Cost:	Min. 100 PLN - All fees will be donated to charity