

# Successful Sales Performance and Account Management

## **Objective:**

The “Successful Sales Performance and Account Management” course enables participants to develop a structured account management approach in order to make them more effective at finding their own successful selling solutions. Throughout the seminar, participants are prompted to respond to self-assessment exercises, carry out role plays, exchange experience in small groups’ teamwork, and answer written exercises.

## **Contents:**

### **By the end of the workshop participants will be able to:**

- Manage Sales Development & Sales Call Preparation issues
- Accurately Forecast Future Sales thanks to reliable forecasting techniques
- Gain maximum impact when Writing to Newly-Targeted Accounts
- Handle Objections on the Telephone while introducing themselves to newly-targeted accounts
- Ensure that they are having Genuine Commitment by turning interest into commitment
- Link the solutions to the Target Account’s Needs through proper sale development and preparation
- Present the Benefits of their solutions to customers’ needs
- Confirm the needs and pricing in writing to a target account through the proper Structuring of Quotations and Proposals
- Negotiate a Win-Win Situation ensuring longer-lasting relationships
- Recognize Buying Signals and overcome problems while closing the sale
- Manage larger, more complex accounts through the development of Account Strategy
- Monitor and develop their performance through Detailed Performance Analysis and Review.

## **Target group:**

- Sales Executives, Sales Supervisors, Sales Managers, and Account Managers
- Entrepreneurs
- Anyone Who Desires to Have a Better Understanding of the Sales Process

### **Language:**

- The materials for the trainees will be in English.
- The language of instruction will be in English / Arabic.