

Sales is a combination of skill, experience and passion

CTD's premise for business is to provide you with an outstanding programme that empowers you and your team to a renewed level of effectiveness. We endeavour to give you the shortest intervention possible with the maximum amount of impact.

This Sales Workshop leaves you feeling re-energized, it harnesses your experience and refocused your passion

Module 1: Selling is like acting

Introducing sales and theatre in communication
Choosing your role and playing the part
Reading your audience and understanding your guests

Module 2: Generational Selling & Life Stage

Understanding the generational gaps
Exploring the life stages of your clients
Integrating knowledge and action
Personalising your approach

Module 3: Know Your Client

Understanding the information that could be useful
Using or creating a standard to store and retrieve information
How to have the conversation
Using all information provided to you
See opportunities to sell, cross-sell, service and build relationships

Module 4: Show up and choose to be present

Know your network
How does advertising work for you
Looking for opportunities in unlikely places
Build your personal style for acquisitions, retention, expansion.

Module 5: The rehearsal

Making sure you are prepared for all interactions
How to make the most of your interaction with the client
How to deal with rejection
Having a difficult conversation
Selling in a 'recession'

Module 6: Retention and Cross-selling

Proactive service and relationship building
Reactive service and relationship building
Cross-selling and up-selling
Building trust and long term client commitment

Module 7: Going above and beyond

Experience vs. service
Bring who you are to your role
Making an extra effort in the face of opportunity

In 2 days you will have a fresh understanding of sales and the role you play in building relationships and client retention.

This workshop uses theatre to bring energy to selling and enables anyone attending to embrace their role in sales and service in a new and fun way.

The learning takes theory and standard sales approaches and personalises them to enable each learner to walk away with a solid understanding of what they are actually capable of.

Learner Comments:

"Excellent, exciting, can take a lot out of the course. I am glad I attended the course and will put much of the 'material' learnt to use! Thank you."

"This course helped me to find my lost self. It gave me courage and strength to meet my personal goals. The course gave me self confidence and I enjoyed it thoroughly."

"The facilitator was absolutely magnificent. She was energetic, fun and very good at the subject. Her style of training was totally different from all the others in a positive way."

"It is useful because its about what is happening in real life and work environment. Balanced theory and practical. I have learnt a lot in this training, especially the communication skills, how the energy can be transformed to other people around. Good workshop."

In Association With



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