



Strategic Sales Techniques

An interactive 2 hour workshop that is designed to deliver in house or via telephone training.

Who should attend: Recruiters and Account Managers who are required to identify large sales and win preferred supplier agreements utilising relationship selling techniques.

Outcome expected: Participants will gain an understanding of the skills required to identify and sell solutions to high spend clients.

CONTENT

1. **Prospecting**
 - Identifying high spend prospects
 - Identifying existing clients whom could spend more with you
 - How to write a prospecting letter that will instil interest

2. **Setting major sales strategies**
 - The process
 - Identifying buying influences
 - Gathering strategic information
 - Developing client solutions

3. **Major account management strategies**
 - Retaining clients
 - Levels of customer
 - Identifying problems and selling solutions

4. **The strategic client visit**
 - What needs to be covered
 - Questions to ask differing buying influences
 - Developing strategic relationships

5. **Multi-Account Strategy**
 - The sales funnel
 - Working your funnel
 - Managing your time effectively

How to contact us:

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