

Strategic Sales Techniques - 2 hours

Strategic Workshop

Our strategic workshops are designed for Recruiters and Account Managers who are required to identify large sales and win preferred supplier agreements utilising relationship-selling techniques.

Prospecting

Identifying high spend prospects, identifying existing clients that could spend more with you. How to write a letter that will instil interest.

Setting Major Sales Strategies

Steps in the process; identifying buying influences; gathering strategic information; developing client solutions.

Major Account Management Strategies

Retaining clients; major account reviews; new ways to reach your customer; levels of customer; identifying problems and selling solutions.

The Strategic Client Visit

What needs to be covered; questions to ask; developing strategic relationships.

Multi - Account Strategy

The sales funnel; working your funnel; managing your time effectively