

Rockwood Learning Solutions Inc. – Sales Training Program

Course Overview – Advanced Sales Skills

Overview:	An opportunity for more experienced sales people to develop their skills and build confidence by understanding the human-behaviour aspects of selling. The course uses challenging role-play situations to deal with the more difficult aspects of business-to-business selling.
Suitable For:	<ul style="list-style-type: none">• Sales representatives in a business-to-business selling environment.• Account Managers.
Number of Participants:	4 – 12
Duration:	2 Days
Content:	<ul style="list-style-type: none">• Review of the six-step sales call process:<ul style="list-style-type: none">○ Planning the call○ Opening the call○ Questioning / Understanding needs○ Presenting products, services and ideas○ Dealing with objections○ Closing for a commitment• Self-analysis questionnaire to identify participants' sales "personalities"• Establishing rapport and dealing with different personality-types• Dealing with price-negotiations
Style:	An interactive workshop making extensive use of role-play and self-analysis techniques, as well as experiential learning.
Cost:	In-house: \$3,200 per course, plus \$10 per participant for course workbook and other materials plus trainer expenses. Costs exclude GST

- Program can be customised for in-house use
- For more information contact Mike Bryan at mike@rockwoodlearning.com or 905 726 9027