



Sales skills

A new approach to boosting your sales performance.

Being an excellent salesperson takes more than just knowing your products and services. It's all about listening to your customers and knowing how to read the cues they're putting out there. Asking the right questions and building a rapport are always more important than simply pushing a sales pitch. This course shows you how to analyze your customers' needs and boost your sales performance.

COMPETENCE⁺

 **RELEVANCE**
A SCHOUTEN & NELISSEN COMPANY

Results

- You conduct sales pitches with greater skill, confidence and satisfaction
- You build lasting ties with customers and promote healthy sales relationships
- You increase your sales performance and serve as a role model to others

Competences

In this training you will be working on the following competence(s):

- Commercial focus
- Conversational skills
- Listening
- Negotiating

Sales skills are fundamental to growing any business. Skilled sales professionals are highly valued on the job market because of their ability to contribute to an organization's success. If you're a sales professional ready to improve your sales game, this course is the right place to start.

Participants

The maximum group size for the training course is 12 participants.

Course description

What will you learn

To succeed in sales, you need to know what to do at every stage of the selling process. This course teaches you how to create value with every interaction you have with your customer. Improving your questioning and listening skills helps you learn what your customer really wants, so you can effectively tailor your offering to suit their needs.

Once you've mastered the principles of analyzing your customer's needs, we'll cover key elements such as pitching your value proposition, dealing with objections, closing the deal and knowing how to exceed your customers' expectations. The course uses interactive exercises and real-life examples from your own sales experience to help prepare you to succeed in your next pitch.

Program path





Some of the topics we'll cover include understanding the fundamentals of sales, developing excellent listening and questioning skills, and conducting a thorough needs analysis. You will also learn about pitching your product, overcoming objections, and sealing the deal.

Training method

The Core program is a blended learning journey that forms the foundation for your skills. Relevant for professionals who are new to a skill and are ready for an in-depth learning experience. It is a 11-week program where you will receive ongoing support by a facilitator. During the 11 weeks you will get 1 day of group training, virtual peer coaching and online learning sessions.

Accreditation

Relevance Learning has been awarded as a gold accredited learning provider by LPI (Learning and Performance Institute). This badge is received for its commitment to high quality process improvement in the provision of learning, development and training services to clients.

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Certificate

On completion of the training course and subject to attendance and active participation, Relevance Learning will award a certificate. Our certificates are highly regarded in the business community.

Duration

Training Days

The Core program is a blended learning journey (in partnership with CrossKnowledge) that forms the foundation for your skills. Relevant for professionals who are new to a skill and are ready for an in-depth learning experience. It is a 11-week program where you will receive ongoing support by a facilitator. During the 11 weeks you will get 1 day of group training, virtual peer coaching and online learning sessions.

Face to face training set-up:

- Week 1 Welcome Kick-off session and 360 effect scan
- Week 2 Online Learning
- Week 3 Online Learning
- Week 4 Online Learning
- Week 5 Face-to-face training from 9:30 AM to 5:30 PM
- Week 6 Online Learning
- Week 7 Virtual Peer coaching
- Week 8 Online Learning
- Week 9 Online Learning
- Week 10 360 Effect Scan
- Week 11 Online toolkit, certificate and evaluation

Virtual training set-up:

- Week 1 Welcome Kick-off session and 360 effect scan
- Week 2 Online Learning
- Week 3 Online Learning
- Week 4 Virtual facilitator led training 1/2 day
- Week 5 Online Learning
- Week 6 Virtual facilitator led training 1/2 day
- Week 7 Online Learning
- Week 8 Virtual Peer coaching
- Week 9 Online Learning
- Week 10 360 Effect Scan
- Week 11 Online toolkit, certificate and evaluation



Investment

Training course

The price of the training course is € 1.500,00 (excl. 21% VAT).

Do you pay the invoice yourself? Then you automatically get a beneficial advantage. No 21% VAT will be charged. The price will then be € 1.500,00.

Facility costs

The price for the use of the accommodation, coffee/tea and an extensive lunch buffet is € 95,00 (excl. VAT). You obviously do not pay any facility costs if you choose the online course in the 'virtual class'.

Payment method

You or your organization will receive a digital invoice from Competence Training Institute – a Schouten & Nelissen company, which can be paid via bank transfer. Or use the payment link in the email for an internet or credit card payment (Mastercard or Visa). Please ensure that payment is made within 30 days of the invoice date and at the latest before the first day of class.

Terms & Conditions

Our current terms and conditions are displayed at www.competence.org/terms-conditions.

Current start and registration dates

You can register for this training course at www.competence.org/CPSAL. For questions or help with registration contact info@competence.org or call + 31 (0)418 682 938.

Additional information

Reserve your place

You can book an optional seat in the training you prefer. This will be valid for two weeks. This assures you of participation even if you cannot decide now. Book your option on our website or call + 31 (0)418 682 938.

Incompany

Do you wish to do this training course together with colleagues? We also provide incompany training courses. We can develop training programs specially tailored to your organization's needs. For more information on tailor-made and in-house programs: Call + 31 (0)418 682 938 and book a telephone consultation.

Free consultation

Unsure whether this training program fits your learning needs? Our program advisors will be pleased to support you in making the right choice. You can call them on + 31 (0)418 682 938 on working days between 8.00 AM and 5.30 PM.



About Competence & SUAS

Your talent is the focus

SUAS and our international brand Competence are committed to talent. Whether it is your talent or that of your team or organization, we develop talent by means of training, coaching and consultancy. This way we can contribute to your personal success and the success of your organization.

Continuous learning

Our approach goes beyond classical training. Your learning is optimized by continuously working to achieve your own learning goals.

The best training, from the best trainers

At Competence & SUAS you are trained by the best trainers. Professionals, trained in behavioral science and with broad experience in group-dynamic processes. Our trainers develop your awareness of your own abilities and help you to develop new skills and behaviors. Their style is down-to-earth and direct, with a strong focus on practical applications. They are also always abreast of and utilize the latest insights in their field.

Choose for quality

Competence & SUAS stand for quality and permanent, positive results - since 1980. This has led to various recognitions and accreditations: Such as CEDEO, ISO 9001, ISO 27001 and NVAO. We are also a member of several industry associations such as NRTO.

Training programs throughout Europe

Competence & SUAS offer you training at more than 30 locations in Europe. Our locations have been selected on the basis of accessibility and quality. And, as many of our training courses start on a weekly or monthly basis, you can start working on your personal development immediately! Start dates and locations can be found on our website www.competence.org. Please contact us if the location or date that you want is not listed. We will schedule extra

training programs in response to sufficient need.

Contact

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Planned events

Datum	Plaats
04-12-2024	VIRTUAL CLASS

Do you wish to register or if you would like more information about the start dates? Call +31 (0)418 682 938.

Version: 22-10-2024