



Y u s r e

C o n s u l t a n c y

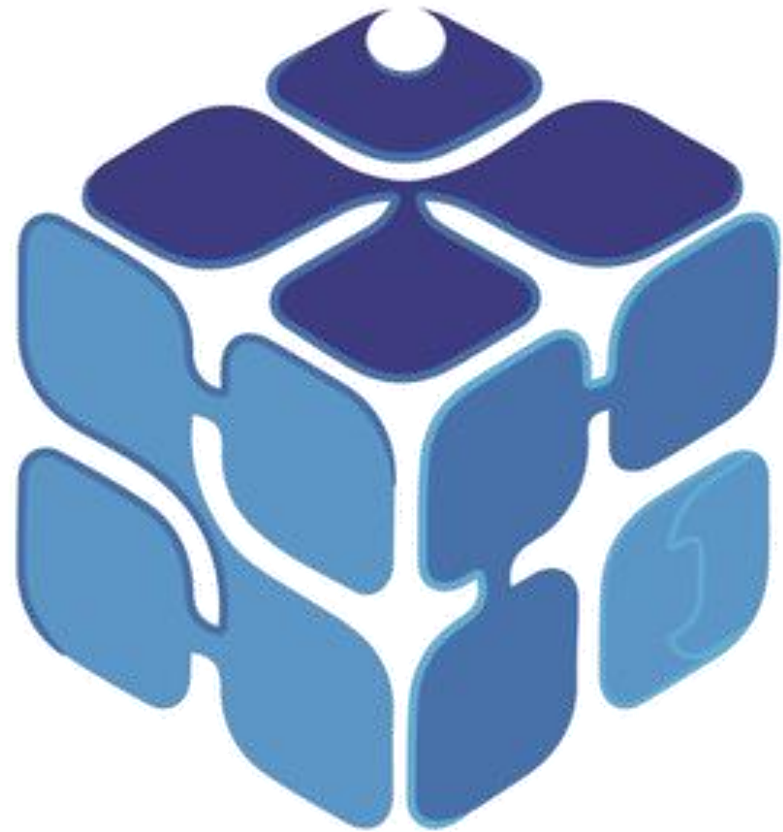
Bridging Gaps ... to

EXCELLENCY

The Selling Cycle Competencies (Complex Sales)

SALES TEAM





Y u s r e

C o n s u l t a n c y

ATTENTION

all

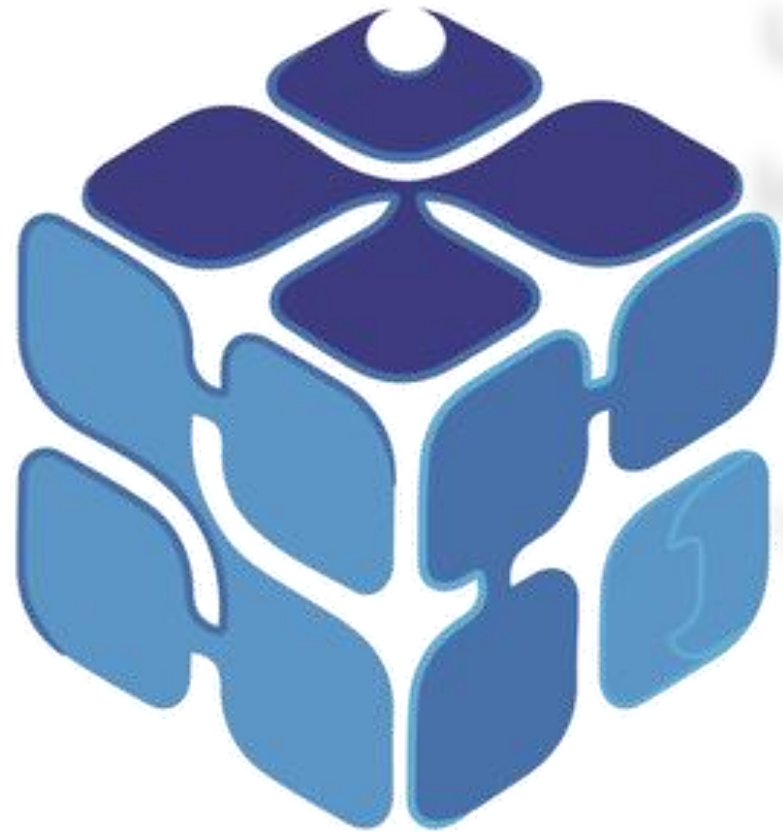
Sales

PROFESSIONALS!

Getting Started

Although the definition of a sale is simple enough, yet, the process of turning someone into a buyer can be very complex.

This workshop will give you the basic & Advanced sales process, with the sales tools, that you can use to seal the deal, no matter what the size of the sale.



Y u s r e

C o n s u l t a n c y

Unlock the secrets to turning prospects into loyal customers with our extraordinary sales workshop.

Whether you're starting your sales journey or looking to elevate your skills, this workshop will empower you with the knowledge and techniques to conquer any sale.

Workshop Main Objectives

To discuss and getting exposure to the major sales competencies that lead to:

*•Understand the language of sales
•Identify & Develop the following sales competencies' areas:*

- 1. Sales Fundamentals**
- 2. Complex Buying Cycle**
- 3. The Complex Sales Cycle – PREPARE & CONNECT (SPIN Technique)**
- 4. Complex Sales Cycle – SELL & CLOSE**
- 5. Aligning the Buying & Seles Cycles**



The Sales Process.

1. **PREPARE** to Sell - Sales Preparation & Self Preparation
2. **TARGET** the Right Prospects - The Right People & The Right Strategies
3. **CONNECT** with the Person - Connect Intellectually (Head) & Emotionally (Heart)
4. **ASSESS** the Needs - Situational Needs & Personal Wants

The Sales Process.

4. **SOLVE** the Customer's Problem -
Educating & Collaborating with the
Customer
5. **COMMIT** to the Sale - Commit to the
Solution & to the Purchase
6. **ASSURE** Customer Satisfaction -
Assure Current Satisfaction &
Continuing Loyalty
7. **MANAGE** Your Sales Potential -
Manage Sales & Manage Yourself

The Main TOPICS Comprehensive Selling Skills Workshop

Sales Fundamentals

- Understand the Sales Objectives
- Types of Sales
- Glossary of Common Terms
- Salesmen Major Mistakes
- Top Reasons Why Clients Don't Buy from You

Complex Buying Cycle

- The Complex Buying Phases
 - Understanding Complex Sales
 - Navigating the Complex Sales Cycle
1. New NEEDS Occurring & 2. Awareness
 3. Consideration
 4. Intent/Determine
 5. Purchase & 6. Continuous Purchase

Aligning the Buying & Seles Cycles

- How to CHRONOLOGICALLY parallel them
- Reporting & Analysing data
- Conclusion & Discussions

Workshop Topics

The Complex Sales Cycle – PREPARE & CONNECT:

- 1- PREPARE to Sell (*SPIN Questioning*)
- 2- TARGET the Right Prospects
- 3- CONNECT with the Buyers (*SPIN Questioning*)
- 4- ASSESS the Needs (*SPIN Questioning*)

The Complex Sales Cycle – SELL & CLOSE:

- 5- SOLVE the Customer's Problem
- 7- ASSURE Client Satisfaction
- 8- Manage Sales & Manage Yourself



Y u s r e

C o n s u l t a n c y

• للتواصل :

M.Hammouda@yusre.com

002-01005290431