



IMPROVING YOUR SALES

Adding Value

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NUMBER OF PARTICIPANTS

6 -10 people



LENGTH OF COURSE

2 days: 9.00 – 12.30, lunch with the trainer, 13.30 - 17.00



WHO IS THIS TRAINING FOR?

Anyone who requires a simple easy to use structure to develop sales: from the beginner to the experienced salesman who needs a refresher



LEVEL OF ENGLISH REQUIRED

B2 minimum (CERL)

OBJECTIVES

✓ **To add value to your sales by adopting a structured approach.**

How?

- ✓ By focusing on the real value of what you're selling
- ✓ By preparing a clear sales strategy
- ✓ By developing good sales and bargaining techniques
- ✓ By gaining better understanding of your clients

CONTENT

Day 1

Your marketing strategy

- What exactly are you selling ?
- A SWOT analysis – identifying your strong points
- Defining your targets
- Defining your objectives
- Defining your means of communication/selling tools.

Sales techniques

- Behavioural analysis. Understanding and adapting to others in view of their personalities and culture
The buying/selling process.
- Common mistakes to avoid: Q/A session

Day 2

Bargaining

- The different stages of the sales/negotiating process:
 - Preparation, Climate, Setting your goals
 - Proposing and Convincing, Dealing with objections.
 - Trading and haggling
 - Concluding.

Practising

A series of role-plays in sales and negotiating filmed with analysis and feedback

TRAINING APPROACH

- Learning sales techniques through theory and concrete examples
- Acquiring the structural approach to deal with different types of client through role-plays and experiential learning
- Analysing successful and less successful examples of sales
- Preparing and drawing up sales strategies, roleplaying them with feedback from peers and the facilitator



IMPROVING YOUR SALES COURSE PRICE

€ 700.00€ HT per participant for inter-company* groups
- maximum 8 participants

or

€ 3,600.00 HT per intra-company* group
-maximum 10 participants

* *inter-company* – participants from multiple companies *intra-company* – all participants from the same company

Our Corporate Training Courses are held at our offices or at our clients' offices in Paris. Requests for training outside of the Paris region are welcome. Travel and accommodation for courses outside of the larger Paris area are not included in the Course price and will be subject to location.



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