

## **Sales Development Workshop**

### **Getting more from you Sales Territory Plans +**

### **Developing a Consultative Approach to Selling**

**Aims** Participants will be better able to:

1. Use Sales Territory plans to structure and make best use of their effort
2. Implement new techniques to prioritise tasks and plan their time
3. Employ a 'Consultative Sales' approach to develop existing and potential customers

## **Topics**

- Linking Territory plans to actions
- Analysing your workload and time use
- Prioritisation
- Where to spend effort for most reward
- A structured approach to customer meetings and follow-up
- What is 'Consultative Sales' - Process
- Questioning skills to identify needs
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- Consultative listening skills
- Introducing solutions to customers based on their needs
- Proactive sales – Link, Cross and Upselling