

Academy Sales Accelerator

The Sales Accelerator program takes you through the key elements into finding, creating and converting a sale. All done with the highest professional standard and coming from a place of integrity. Know how to have deeper, more meaningful relationships with clients. How to be seen as the trusted advisor.

Experience level: suitable for those new to sales to 30 years in.

The 7 Core fundamentals

Understand your customer and discover opportunities like never before

1. EXPLORATION

Why people buy. Who to effectively sell your product, service or idea.

Outcomes:

- Total confidence in ability to put forward an aligned solution
- Positioned as the expert
- Mindshift on how to elicit information from your client.

2. LISTENING

The backbone of all communication.

Outcomes:

- Awareness of when actively listening vs in default mode.
- How your client listens
- What to do to ensure they hear what you are saying to match your intention.

3. OBJECTIONS

Understanding how to use them as opportunities to convert into a sale.

Outcomes:

- Embracing objections
- Using them to forge more meaningful relationships
- Insight to how we feel and react to feedback and objections

4. NEGOTIATION

Preparation, techniques, styles, mindset.

Outcomes:

- Confident, successful negotiators
- Effective action plans
- Professionals who shift the focus from price to client alignment

5. ACCOUNT MANAGEMENT/ MANAGING CLIENTS' EXPECTATIONS

Service excellence. Communication styles. Manage challenging situations.

Outcomes:

- Understanding the client's motivation
- Identify buying signals
- Understanding how they want to be communicated with

6. BUSINESS DEVELOPMENT / PROSPECTING

Making prospecting easy and comfortable.

Outcomes:

- Who to target, when, how, what to say, what to do?
- Consistency and clarity
- Genuine enthusiasm for prospecting

7. PRESENTING

Structure to ensure seamless delivery of your message.

Outcomes:

- How to plan, prepare and execute
- How to observe and adapt
- Powerful presenters who understand how to embed a message with clarity