

## 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

## EXTRA BUNDLE: TELEPHONE SKILLS

Learn to master telephone sales. Know everything from preparation through to what to say and how to say it.

- **7 core topics (80+ lessons) on how to drive growth**
- **Extra bundle: telephone skills 27 videos**
- **Over 400 minutes of video**
- **Worksheets, checklists and printables**
- **12 week membership**