



PROFESSIONAL BRANDING FOR SUCCESS

We need to understand that in sales the customer does not just purchase the product BUT they are purchasing a brand. Professional Branding is not just about the meeting, it is about the product as a whole. There are three partners when it comes to a sale and they are:

- 1. The Customer**
- 2. The Company/Product/Service**
- 3. The Sales Executive**

This workshop is designed to look at all three of these areas. During the workshop the Sales Executives will develop an understanding of their role in achieving success for the organization.

The outcomes of the workshop are as follows:

- There will be an understanding that I have two customers, Internal and External, and that I am the link between the two;
- The delegates will understand that if I keep Responsibility and Accountability the sales process will be much smoother;
- They will grasp that the Brand is what the customer is purchasing and that I am part of that brand;
- The sales executives will look at their own approach to sales and how effective it is;
- An understanding of the impact of TRUST because People buy People, and
- There will be an understanding of the process of a sales conversation. We will look at a four step process to communication:
 - How do I greet the customer that they will see the value in our meeting?
 - What are the questions I need to ask to uncover ALL their needs?
 - How do I explain the product to the customer? It needs to connect with their exact needs, and
 - When I am closing my meeting with the customer do both of us know the next steps?

The course is activity driven and the delegates can be expected to walk out of the session with a plan and implementation process.

Professional Branding for Success is a two day course. We accommodate 6-12 delegates per session due to the strong outcomes. driven content.