

# Course : Professional efficiency for salespeople

Managing time, priorities and stress

Practical course - 2d - 14h00 - Ref. EFA

Price : 1280 € E.T.

★★★★☆ 4,9 / 5

The pace of commercial activity is often hectic. How to implement good practices for organising your activity with a view to managing pressure and keeping negative stress at bay. This course presents various tools to better manage your priorities and your business performance.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Anticipate stressful situations in the business relationship
- ✓ Channel your stress in emergency situations with customers
- ✓ Communicate assertively
- ✓ Set real work priorities within your organisation
- ✓ Implement time-saving tools

## Intended audience

Sales representatives, technical sales representatives, sales assistants, customer relationship managers.

## Prerequisites

Commercial experience desirable.

## Practical details

### Hands-on work

Scenarios and role plays, case studies, exercises to build an organisation method.

### Teaching methods

Active and participatory teaching methods. Theory and practice, and practical application to the participants' background and experience.

## Course schedule

### PARTICIPANTS

Sales representatives, technical sales representatives, sales assistants, customer relationship managers.

### PREREQUISITES

Commercial experience desirable.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Analysing your work organisation

- Identify your own obstacles and fears.
- Identify your motivations and expectations.
- Determine your areas for improvement in the business relationship.
- Analyse the constraints and room for manoeuvre inherent to your position.

### Exercise

Take stock of your current commercial organisation.

## 2 Discerning your communication skills

- Get to know yourself in the face of pressure
- Determine your strengths and weaknesses in verbal and non-verbal communication.
- Identify the risks of emergency communication.
- Elucidate your stress symptoms: somatic, psychological and behavioural components.

### Exercise

Self-diagnosis of your reactions to emergency and pressure.

## 3 Channelling your stress

- Use breathing and relaxation techniques.
- Set yourself goals and prepare yourself mentally.
- Adapt your behaviour to keep cool with customers.
- Gain energy and boost your strength of conviction.

### Exercise

Relaxation, cardiac coherence, sophrology exercises (anchoring techniques, breathing, mental preparation)

## 4 Better preparing your sales interviews

- Put yourself in the other person's shoes.
- Recognise the techniques and pitfalls of buyers.
- Structure your arguments.
- Plan for the different scenarios.

### Role-playing

Deal with customer pressure and maintain control during the meeting

## 5 Managing the priorities of your business action plan

- Give priority to priorities.
- Put the customer at the centre of your organisation.
- Be a force of proposals to improve the processes.
- Create synergies between the different objectives.

### Exercise

Individual analysis of priorities and areas for improvement

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 6 Asserting yourself in the business relationship

- Don't give in to pressure and play for time if necessary.
- Know how to say No.
- Assert yourself without forcing matters.
- Maintain the relationship in times of stress.

### Role-playing

Develop your assertive behaviour

## Dates and locations

### REMOTE CLASS

2026 : 21 May, 21 May, 1 Oct., 1 Oct.

### PARIS LA DÉFENSE

2026 : 21 May, 1 Oct.