

Course : Technical sales representatives, the keys to the job

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

Price : 1500 CHF E.T.

How can you combine technical skills and commercial know-how to develop the sale of often complex technical goods involving various players? This training course will enable you to integrate good sales practices in organization and communication, and guarantee customer satisfaction.

Teaching objectives

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

- ✓ Enhance your dual technical and commercial skills
- ✓ Control communication and create a climate conducive to the expression of customer needs
- ✓ Turning technical features into customer benefits
- ✓ Ensure synergy between internal resources and the customer
- ✓ Co-constructing solutions with the customer

Intended audience

Technical sales engineers, methods engineers, project managers. Anyone with a technical role who has to deal with high-stakes commercial situations.

Prerequisites

Experience of customer relations and sales challenges.

Practical details

Hands-on work

Pragmatic approach, based on real-life business cases. Group exercises.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

Course schedule

PARTICIPANTS

Technical sales engineers, methods engineers, project managers. Anyone with a technical role who has to deal with high-stakes commercial situations.

PREREQUISITES

Experience of customer relations and sales challenges.

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 The mission of the technical sales representative

- Technical aspects.
- Commercial aspects.
- Mission and job definition.
- The advantages and disadvantages of the technical and commercial posture.

Exercise

Group construction of the job description.

2 Identifying the role of the technical sales representative in complex sales

- One team (from the supplier) sells to another team (from the customer).
- Identify the different roles of customer contacts.
- Identify the different roles of the supplier team.
- The scope of the CT and other stakeholders (manager, CI and other cross-functional resources).
- Understanding customer satisfaction.

Exercise

Using a concrete example, map the internal and external players in a complex sales cycle.

3 Mastering communication tools

- Develop empathy with customers.
- Know how to listen to your customers and reformulate their needs.
- Adapt to your communication style.
- Produce relevant reports.
- Present bad news.

Role-playing

Exercise on the use of communication tools such as active listening, reformulation and synchronization during a sales meeting. List the forbidden words and non-verbals to avoid.

4 Managing high-stakes situations

- Create opportunities to discover customer needs.
- Present complex information simply and convincingly.
- From features to customer benefits.
- Dealing with objections such as "real disadvantages".
- Handling emotionally-charged after-sales situations.
- Develop the customer's network of prescribers.
- Know how to mobilize helping resources through influence.

Hands-on work

Formulate an argument using the CAB method. List typical questions according to customer profile. List possible objections and responses. Simulate complex technical interviews.

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 to review your request and its feasibility.

REMOTE CLASS

2026 : 18 June, 29 Oct.