

BtoB sales e-learning channel

by XOS

Practical course - 1d - 04h55 - Ref. 8BB

Price : 105 CHF E.T.

Selling is an act that does not allow for improvisation. This training course is a real tool to help you adopt effective techniques and behaviors to help you throughout the sales process: from prospecting to closing.

Teaching objectives

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

- ✓ Mastering the different phases of a sale
- ✓ Better prepare your prospecting
- ✓ Make appointments with greater ease
- ✓ Making appointments efficiently
- ✓ Understand your customers better and finally conclude with the signing of a contract
- ✓ Negotiate effectively with customers.

Intended audience

Anyone involved in business prospecting: salespeople, sales representatives, telemarketers...

Prerequisites

No special knowledge required.

PARTICIPANTS

Anyone involved in business prospecting: salespeople, sales representatives, telemarketers...

PREREQUISITES

No special knowledge required.

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.

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.

Practical details

Digital activities

The soft skills structure: expert videos, exercises, case studies and summary sheets.

Mentoring

L'option tutorat propose un accompagnement personnalisé par un formateur référent ORSYS, expert du domaine. Adapté aux besoins, aux capacités et au rythme de chaque apprenant, ce tutorat combine un suivi asynchrone (corrections personnalisées d'exercices, échanges illimités par message...) et des échanges synchrones individuels. Bénéfice : une meilleure compréhension, le développement des compétences et un engagement durable dans la formation.

Pedagogy and practice

Bénéficiez des conseils et des retours d'expériences des meilleurs experts. Découvrez leurs astuces et les raisons de leurs succès au travers de témoignages concrets. Les apprenants participent à un exercice de découverte active pour compléter et/ou renforcer les apports notionnels de l'expert et bénéficier d'un retour adapté en fonction de leur réponse. Durant chaque cours, découvrez des cas opérationnels réalisés par des experts pour aider les apprenants à mettre en pratique ce qu'ils viennent d'apprendre. Retrouvez une fiche synthèse complète et efficace ! Chaque apprenant pourra conserver une trace écrite de ce qu'il a appris et des conseils qu'il a reçus.

Course schedule

1 Preparing for sales prospecting

- Prepare your prospecting database.
- Prepare your telephone prospecting.
- Prepare your e-mail prospecting.
- Prospecting with social networks.
- Write an effective sales pitch.
- Prepare your argument.

2 Make an appointment

- Get past the secretary's roadblock.
- Make a successful appointment.
- Dealing with objections over the phone.
- Prepare your sales visit.
- Prepare your questioning library.

3 Conducting a meeting

- Get to grips with sales talk.
- Detect buying needs and motivations.
- Practice active listening.
- Present with conviction.
- Make relevant and effective arguments.
- Listen to objections.
- Respond effectively to objections.

4 Deciphering customer attitudes and behavior

- Your REACTION: a method of responding to a complaint.
- Successful reformulation.
- Understanding and adapting to the customer.

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.

5 Closing the sale

- Present the prize.
- Defend your price effectively.
- Relaunch a commercial offer.
- Preparing for negotiations.
- Closing to sell.

6 Successful negotiation

- Prepare your negotiation to maximize its impact.
- Conducting and concluding negotiations.