

AGGRESSIVE MARKET PENETRATION

– 3 DAYS

This special three-day programme is designed to stimulate both new and the more experienced sales people, so that they can have cutting-edge skills to improve sales, performance and dominate their market. They will acquire best in class techniques to make them more nimble and able to spot advantages and opportunities in the market.

Learning Objectives

Participants will:

- Improve exceptionally in sales performance
- Manage the route-to-market more effectively
- Motivate channel members to promote your products/services
- Outsell competition through better time / territory and channel management
- Negotiate win-win agreement to gain more businesses with key accounts
- Handle price objections and close on objectives
- Leverage on customer relationship management
- Develop aggressive and champions' sales mindset
- Spot opportunities and demonstrate high efficiency and speed in taking advantage.

Learning Contents

- Professional selling cycle

- Sales preparation and planning for aggressive marketing
- Setting sales objectives
- Customer motivation / Offer analysis
- Prospecting / Lead generation
- Sales Funnel management
- Motivating your channel partners
- Generating win-win relationship
- Planning joint promotion with trade partners
- Dealing with channel partners employees (reps)
- Monitoring channel performance
- Merchandising and redistribution
- Developing your SWOT
- Competitive analysis / Benchmarking strategies
- Sustaining levels of expectations
- Sales Negotiation techniques
- Developing marketing warfare mentality
- Top ten habits of highly successful salespeople

Available as in-plant. Fee: Negotiable

Who should attend?

Sales and marketing staff, manufacturing and service companies?

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