SELLING IN TOUGH TIMES

This special two-day course is designed to introduce new skills and approaches to provide a stimulus for the more experienced team members, so that they can have something new to try out to improve flagging sales and revenue, especially in a recessional economy.

Learning Objectives:

Participants will:

- Plan to generate more opportunities within the existing customers
- Prospect and open new doors to create your own opportunities with more confidence
- Look for opportunities to involve key members of the Decision-Making Unit (DMU) in the whole process to increase their commitment
- Sell against the competition with more confidence and professionalism
- Identify opportunities to cross-sell or up-sell to customers
- Manage relationships with key customers
- Build customer loyalty
- Manage customers' expectations
- Re-prioritize time to focus on accounts with more potential
- Learn to handle stall tactics

Learning Contents:

- Overview of Nigerian Business environment
- Key success factors
- What sales people must do differently?
- The driving principles for selling in a recession

- Selling like consultants
- The concept of “Provocative” selling
- Competitive Analysis from the customer’s perspective
- Building customer loyalty
- Leveraging on Customer Relationship Management (CRM) architecture
- Value differentiation
- Managing customers’ expectations
- Handling price related objections
- Win-win negotiation skills
- Handling stall tactics

Fee

Physical	Virtual (local)	Virtual (International)
₦ 210,000.00	₦ 179,900.00	$ 145.00

Discounts off regular fees for the Open programme: 3-5 Nominations 5%.

Programme also available as in plant. **Fee:** Negotiable

WHO Should Attend?

Executives and managers in sales and marketing functions in manufacturing, banking and service industries.

Date:

April 7 – 8,

June 9 – 10,

September 9 – 10, 2026.

Property of Impact Consulting Nigeria.

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