

10 Module Sales Accelerator Program

The TRANSFORM 10 module sales accelerator program provides everything you need to upskill existing employees to be successful in Corporate Financial services sales.

Run on a physical or virtual basis each week, the entire end-end sales process is covered from deciding which clients to target to managing business you have won.

The program content includes.

Week	Topic during 1 hour mentoring session
One	Initial introductions & understanding your value proposition.
Two	Targeting clients better: Smartly identify the ideal target clients, including determination of what events generate a demand for your service.
Three	Researching prospective customers: Using industry-based research and analysis to identify opportunities. Plan the best ways to research your target clients.
Four	Approaching prospects with value & insights: Creating a first presentation that delivers value & insights to the target client. Trains the salesperson on creating and delivering a first presentation that opens strategic dialogue and new sales opportunities.
Five	Needs analysing effectively: How to play your strategy now you have a meeting set up. Preparing multi-level questions for the meeting to get to the real issues. Understanding client needs at the (MICE) macro, industry, client & expected levels. Training on using the MICE four level questioning tool. Preparing a GROWTH meeting planner in advance of the meeting to guide your sales strategy.
Six	Summarising client ideal state vision: Building a storyboard discussion document. Explaining the journey of where the customer is and where they want to get to. Trains salesperson on creating an impactful follow up discussion document presentation.
Seven	Finalising a compelling pitch: Finalising a three-stage pitch outlining how your companies solution solves the client problems.
Eight	Obtaining a yes: Positioning price and handling objections. Carefully managing negotiations around 'loss aversion' concerns.
Nine	Realising revenues through implementation: Key steps to move from deal into implementation efficiently.
Ten	Managing for growth: Understanding the relationship management quadrant. Segmenting what value your clients really see in your business. Managing existing business for growth and expansion. How we can best manage our existing customers.

Real deals are generated, tracked and measured throughout this practical sales growth program.

"I engaged Mark to run the programme for my Sales team. The course feedback was very positive and, more importantly, the attendees had very clearly grasped the concepts and also felt confident that they had a strong sales process which they could put in practice"

VIVEK BATRA

Senior Advisor, Boston Consulting Group

To find out more about how the '10 Module Sales Acceleration Program' can 'fast start' your companies revenue growth goals contact

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