

Sales & Negotiation



Behavioural Training

PARTNER OF



HRP International – Human Resources Planning

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Audience

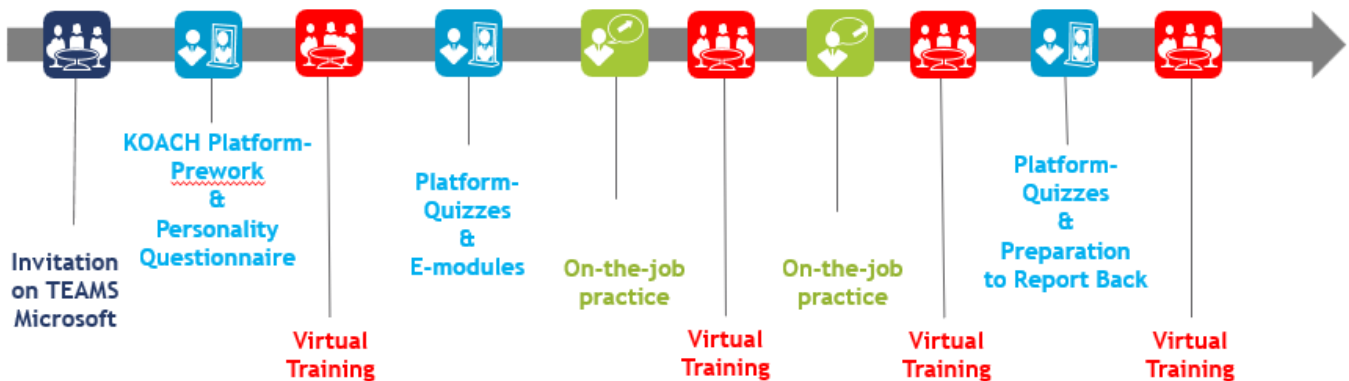
Sales people / account managers who want to change their style and approach, indirect sales people such as Technical Support, Marketing, Commercial Office.

If you are ready to radically overhaul your sales style, or selling is a new profession and you want to learn more about a modern and future-proof approach, if you aren't into superficial conversations and transparent sales techniques: Then this is definitely the right program for you.

Methodology

During this program you will learn how to work with your client in 4 steps: *Connect, Construct, Close and Conquer*.

Our tools will be: Reflection, interactive exchange of good and best practice, role play and real play, feedback - in groups in order to capture and understand various forms of behaviour and styles of communication



Benefits

- **For you personally:** better focus on customer potential and meaningful opportunities, (price) negotiations become easier, your sales turnover grows, intensive and long-term cooperation with the customer and a clear increase in the number of very satisfied customers.
- **For your organization:** less transactional sales - more sales based on good understanding of the customer, long-term customer relationships, proactive use of the network, more meaningful meetings with customers and prospects, good flow in the commercial pipeline, retention of margins, more desired assignments.

Practical Information

The Company

HRP is a consulting company specialized in assessing and developing leaders, managers, and experts. Find out more about us on: <https://hrp.gr/>

Your Facilitators for this program:
(upon availability)



Spiros Kapnias

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Fanis Rigas, <https://gr.linkedin.com/in/fanisrigas>

Dates & Time

Contact HRP for more information

Your Investment

Contact HRP for more information

Content

Sessions 1-2:

Connect

- Setting the foundation for sales success.
- Mastering the fundamentals of connecting communication.
- Transforming your clients into proactive lead generators.
- Create focus on the right clients and activities.
- The power of positive influencing.
- Generating meetings as the first step towards new business

Sessions 5-6

Close and Conquer

- **ROMA:** Reporting on results achieved.
- Presenting a compelling offer.
- Closing the deal
- Develop professional assertiveness.
- Mastering the art of neuro-communication in sales
- Managing the account to grow the business.
- Using Social Selling to generate leads.
- Personal action plan.

Session 3-4:

Construct

- **ROMA:** Reporting on results achieved.
- Knowing your client and their situation.
- The golden rules to motivate the client to buy.
- Differentiating ourselves by communicating value to the other.
- Running effective sales meetings.