

Sales University

The Sales University is a vocational qualification training programme designed for Sales Representatives who as employees sell B2B to companies/doctors or to other entities.

During one and a half years, each participant completes 5 parts of the programme in order to learn how to sell, negotiate conditions and master the psychology of sales. The goal of the programme is for the participant to fully understand their job, improve their selling skills and become more independent and, thus, unburden their manager.

In between each two parts of the programme, our consultant provides feedback on the participant and helps the coachee to implement newly gained knowledge and skills into practice – this support is part of the programme.

Goals of the programme

- Teach the Sales Representative a sales technique for 1:1 negotiation with a customer
- Teach the Sales Representative to negotiate conditions
- Teach the Sales Representative the sales psychology, so as they can “read” the customers and influence them
- Teach the Sales Representative how to work with their motivation, overcome failures that are part of their job, and how to keep long-term motivation to sell

Participants in the programme

- New Sales Managers
- Current Sales managers who need to improve their performance and motivation
-

Duration of the programme

- 5 x 2 days

Why to take part in this programme?

- To learn a useful sales technique that works – the DAPA technique (according to foreign know-how)
- Get new tools for use in practice (e.g. objection and argumentation banks, etc.)
- To meet Sales Representatives from other companies and industries (except their competitors) to get deeper insight into their company and work
- Through their own experience and active self-development, they will change their attitude, insight, skills and motivation.

Organisation and structure of the programme

Structure of the programme

Selling skills 1st part – 2 days

- ~ The role of a Sales Representative
- ~ Effective communication
- ~ Stages of selling negotiation.
- ~ Setting up contacts with customers.
- ~ Customers' needs analysis and generation.
- ~ Effective argumentation
- ~ Closing the deal
- ~ Preparation for selling negotiation
- ~ Setting up contacts with customers

Selling skills 2nd part – 2 days

- ~ Exchange of experience from the 1st part
- ~ Psychology of selling and buying
- ~ Overcoming objections
- ~ Setting up appointments by phone
- ~ Working with selling tools
- ~ Individual implementation plan
- ~ Price negotiations

Negotiation skills 1st part – 2 days

- ~ Introduction to negotiation
- ~ Stages of negotiation
- ~ Getting prepared for negotiating
- ~ Negotiation strategies
- ~ Individual implementation plan

Negotiation skills 2nd part – 2 days

- ~ Presenting experience from implementation of the 1st part into practice
- ~ Negotiating financial conditions
- ~ Communication and challenging negotiation situations
- ~ Team negotiation
- ~ Negotiating with top managers
- ~ Individual implementation plan

Sales psychology – 2 days

- ~ How to play and win the game
 - ~ Sales psychology for success
 - ~ The most common fears of a Sales Representative and how to handle them
 - ~ Typology of customers and their psychology of decision making
 - ~ Stress management and long-term fatigue – life balance
-

Organisation and structure of the programme

Organisation of the programme

Name	Date	Place
Selling skills – 1st part	February 7 – 8 2017	Academy Velké Bílovice
Selling skills – 2nd part	May 16 – 17 2017	Academy Velké Bílovice
Negotiation skills – 1st part	March 7 – 8 2017	Academy Velké Bílovice
Negotiation skills – 2nd part	June 7 – 8 2017	Academy Velké Bílovice
Sales psychology	October 17 – 18 2017	Academy Velké Bílovice
Selling skills – 1st part	June 6 – 7 2017	Academy Velké Bílovice
Selling skills – 2nd part	September 5 – 6 2017	Academy Velké Bílovice
Negotiation skills – 1st part	October 10 – 11 2017	Academy Velké Bílovice
Negotiation skills – 2nd part	December 5 – 6 2017	Academy Velké Bílovice
Sales psychology	October 17 – 18 2017	Academy Velké Bílovice

Terms and conditions

- If you buy the Sales University as a bundle, you will get a 50% discount for the last part of the programme (except conference fees). Payment for participation in the programme shall be settled separately for each part.
- The University starts with Selling skills Part 1 (we suggest to follow the suggested order). The sequence of courses, however, can be changed.
- The price of the Sales University includes coaching of a superior manager who will implement the knowledge gained from the programme into practice.
- Completed programmes may be followed by coaching of a Representative in the field or by workshops where the processes followed by the Representatives will be changed to increase their performance in practice.