

"You don't get a second chance to make a great first impression!" - Anonymous

Consultative Selling and Call Strategies

A skill development program focused on improving *sales success through Consultative Selling and Call Strategies.*



This workshop is part of the **Sales Boot Camp program** of 4 professional sales modules. It is based on the Professional Sales Certificate Program at Seneca College, FCET.

Program Overview

The impression you make during the first contact or first meeting is the key to building a rewarding and lasting business relationship with a client. This program covers the essential elements of planning for and building lasting business relationships. This workshop includes:

- Planning the first contact,
- Executing the first meeting,
- Identifying the clients critical needs,
- Strategizing the overall account management process.

Program participants will also explore how to overcome the most common sales objections that salespeople face daily.

For more information visit:

www.gaski.com/perform

or call: (905) 752-0366

Seating is limited - register early.

Main Topics

- Building first contact and meeting strategies,
- Creating powerful messages to differentiate your value proposition,
- Handling objections,
- Using account management strategies,
- Following the consultative sales cycle.

Learning Outcomes

- Plan and manage accounts through the entire sales cycle,
- Build long-term client relationships,
- Build effective sales calls that target client needs,
- Minimize the impact of competitive sales people,
- Minimize the impact of client objections.

This workshop qualifies for
**continuing education credits/hours or
professional development units/hours.**

For more details visit www.gaski.com.