

selling software solutions

description	A two-day workshop full of advanced sales techniques for people wishing to significantly increase their results when selling software solutions. Practical ideas that can be applied immediately in the workplace.
who should attend	Everyone involved in the software sales process who is serious about improving their performance and increasing business results.
features	<p>Outline Content</p> <ul style="list-style-type: none">• finding new business• making appointments by telephone• the cold call• fundamental selling and negotiation skills• the main sales psychologies - how and when to use them• multiple visit selling• demonstrations - how and when to conduct them• selling higher quality• qualifying prospects• opening and closing presentations• presenting to groups• power questioning techniques• avoiding, pre-handling and overcoming objections• beating the competition• proposals - how to construct them to best effect• handling complaints• building a positive attitude. <p>Special Feature - QUAPMAC</p> <p>One of the most powerful and effective sales and negotiation tools. Easy to use, it combines logic and emotion in perfect balance. A dynamic sales sequence that eliminates the competition. The company whose sales force uses QUAPMAC has an automatic edge on its competitors.</p>
format	Tutorial presentation of ideas and concepts with full delegate participation. Uses group discussion, practical business scenarios and sales presentations by delegates to identify where and how the concepts can best be applied in the workplace to improve business results.
benefits	<ul style="list-style-type: none">• More business opportunities created and more sales closed.• More profit and revenue generated for the company.• More sales confidence in all delegates.

For more details of our consultancy and training support

call us direct on 01788 572 200

or fax us on 0560 3414 068

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