

# Personal Training Programme

## (uses real sales scenarios)

Aimed at: Salespeople at all levels (including Managers/Directors). The training is 1-2-1 and mentoring-based so is tailored to the exact needs of the individual

### Objective of the Session:

#### To rapidly help improve team member's ability to:

- understand the R.A.P.P.O.R.T. sales cycle framework (Research, Approach, Probe, Propose, Overcome Objections, Re-Propose, Take the Order)
- be credible (both virtually and physically)
- develop effective hooks and practical prospecting strategies to secure meaningful meetings
- develop and frame meaningful and relevant questions
- structure effective communications (both written and verbal)
- understand the difference between selling on price and selling on value
- overcome objections and learn how to approach negotiations
- forecast accurately

**Competencies covered:** Prospecting, Selling Value, Proposing, Forecasting

<b>Solution structure and handouts:</b>	<ul style="list-style-type: none"> <li>• Pre-classroom App/Portal-based engagement activity</li> <li>• 1 x ½-day classroom-session</li> <li>• 10 x 45-minute 1-2-1 task-orientated and competency-based mentoring sessions (typically one per week over 10 weeks)</li> <li>• 6 x "How-To" Yellowpapers</li> <li>• 12 months access to the Sales Gym 360 Personal Training App which is packed full of sales tips, assets, insights and refresher materials</li> <li>• 2 x On-line competency assessments (one pre-engagement and one post-engagement)</li> <li>• Issuing of any earned competency badges (badges are valid for 12 months)</li> </ul>
<b>Typical elapsed duration:</b>	10-12 weeks (the longer the period, the greater the chance of meaningful behaviour change)
<b>Investment:</b>	Investment per head: £2,250 - £2,750 +VAT

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