

# Course Description

## Effective Sales and Sales/Marketing Strategies AMS272



### Overview

Today's business environment requires that sales professionals understand and embrace the concepts of "Customer Care." No longer can organizations silo the sales and marketing functions as they are intertwined throughout many core CRM Best Practices. In fact, leading edge organizations prepare sales and marketing personnel through a shared process. This program will synthesize the competencies associated with the "Sales and Sales/Marketing" activities resulting in the preparation of Best in Class associates. The program delineates between "Sales/Marketing" and pure Marketing by focusing on the "implementation" of marketing activities rather than the creation of them. This perspective allows sales professionals to "interact" with marketing concepts during the "Customer Care" process, hence expanding their tool box sequentially and exposing them to the greater CRM effort. "Customer Care starts with the sales process."

The program is structured for a new sales person to embrace basic sales techniques, organizational norms around the CRM effort, and the culture of the sales environment. Additionally, it will reinforce best practice to more senior sales associates and help them to expand their level of interaction within the sales process.

Throughout the program participants will have an opportunity to align their current skill sets with Best Practice via exercises, discussion, and role-play. This interactive design and facilitation model captures the essence of the sales person's environment and produces a highly interactive experience. It is our expectation that upon completion of the program, participants will leave with immediately useable skills to embed in their daily activities. Additionally, the content of the program will bring to life many of the organizations sales, CRM, and marketing process to further enhance the "real-life" learning environment.

### Learning Objectives

- Understand your organizations sales culture, process, and methods
- Develop the right image to be successful as a sales professional
- Learn techniques to generate and leverage leads such as cold calling, market research, direct mail and networking
- Develop skills to communicate with varied customer and prospect personalities/cultures via verbal and written interactions
- Build approach strategies that will lead to well defined opportunities and definition statements via listening and communication skills
- Learn how to expose prospects/customers to new products and/or business lines with immediate credibility

- Learn how to manage prospect/customer push back and create opportunities from the experience
- Review models for effective proposal development and presentation techniques to ensure positive prospect response
- Learn the “Trial Close/Close” method
- Understand your organizations marketing approach in order to represent a seamless message during the sales process
- Learn how “Sales” fits in the CRM system and how to maximize the tools your software represents
- Understand basic marketing and sales performance metrics
- Develop an understanding of Solution Selling and the complete Customer Care environment

**Format**

The program is built on our Case Based Learning Experience, (CBLE) and represents “real-life” scenarios delivered by experienced facilitators. This format allows for accurate knowledge transfer and real time solutions that are immediately ready for application.

**Duration**

4.5 Days

**Who Should Attend**

New and experienced sales professionals who want to expand their customer base and learn best practice associated with the sales profession.