

Core Sales Programme

In today's sales landscape, Sales Executives need to master more than just the skills of selling, they must become trusted advisors to their clients. That's why the development of your Sales Executives is one of the most essential foundations of your business' strategy.

Our Core Sales Programme, developed and refined over 20 years, consists of a comprehensive range of modules to unlock Sales Excellence. It covers the strategies and tactics for prospecting, understanding your customer, communicating value, negotiation skills, dealing with objectives and closing the sale.

The Programme draws on our extensive global experience and understanding of how the top-performing organisations in the world achieve outstanding sales results. It's designed to increase skill, capability and adaptability.



Who

Sales Executives
2-5 years
experience



Format

Face-to-face
Virtual workshops
Self-study



Duration

4 month programme
35 - 40 hours

Programme Objectives

As a result of attending this training, participants will be able to:

- **Recognise and identify Sales Excellence**
Understand the skills and behaviours needed to expertly navigate customers through the sales process
- **Identify and understand customer needs**
Use questioning and listening skills to qualify customer needs and build rapport
- **Communicate value**
Use influencing skills to educate and engage customers about the solutions on offer and promote buy-in
- **Negotiate successfully**
Develop a value based approach to closing deals, overcome objections and achieve a win/win outcome
- **Grow accounts**
Proactively grow and develop customer accounts to achieve long-term, mutually beneficial relationships

Our Solution

PREPARE

ENGAGE

ADVANCE

Prospecting and research

- Sales Executive role
- Navigating the sales process & prioritising workload
- Aligning activity to the strategy & vision
- Generating leads

Qualifying and fact finding

- Navigating the sales process and prioritising workload
- Getting past the gatekeeper
- Qualifying and shaping the need

Presenting a solution

- Introduction to Value Selling
- Creating an elevator pitch
- Managing customer meetings

Negotiating and closing a deal

- Competitor differentiation
- Navigating the negotiation process
- Objection handling and closing the deal

Developing the customer

- Growing the customer relationship
- Becoming a trusted advisor
- Looking for new leads and opportunities

Key Benefits of the Programme

- Fully customisable to the specific and unique needs of your business
- Easily adaptable to run for teams or mixed groups
- Designed with both new and existing Sales Executives in mind
- Can be run in multiple languages via our global network of expert trainers
- Focused on practical application and real sales cases
- Distinct role for each participant's Line Manager to coach and support through the program

The Learning Journey

As experts in the science of learning, we've carefully designed our Core Sales Programme to ensure the most interactive, engaging and insightful learning experience. Led by our expert trainers, a typical learning journey lasts four months and includes face-to-face training, virtual workshops and self study.



Preparation	Virtual Kick Off	Face-to-Face	Virtual Workshops	Face-to-Face	Virtual Follow Up
• Introduction to our Learning Hub • Read assigned material • Introduction to sales case challenge	• Introduction • Orientation • Sharing of objectives • Course expectations, ways of working and pre-work	• Connecting with the customer • Understanding sales • Your sales strategy and link to sales person role • Principles of managing accounts • Sales communication skills • Aligning activity to strategy • Case study role plays	These sessions include: • Managing customer meetings • Introduction to value selling and quantifying value	• Negotiation fundamentals • Researching new customers and competitors • Competitor differentiation • USPs • Objection handling • Closing the deal • Generating new business • Case study role plays	• Wrap up of programme • Actions and next steps • Sales case challenge follow up
2 weeks	1 hour	2 days	3 hours each	2 days	1 hour

Why Train with us?

Our customers tell us that we are different and that working with us is different too. Here's what sets us apart:

- **We customise all our solutions:** We pride ourselves on developing fully tailored solutions for each and every client
- **We have global expertise:** Our specialism is rolling out global programmes in 20+ languages
- **We are dedicated to changing behaviour:** Our solutions are not about delivering content, our aim is to change behaviour so that your people behave differently and improve performance
- **We are transparent and open:** We're good at building long-term client relationships because we are friendly, approachable and have a transparent approach to pricing.



People
Development
Specialists

Business Linked Teams is a global people development company headed by Samantha Caine, FCIPD. We empower development and enhance capability through bespoke learning solutions and carefully curated change initiatives.



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