

Parcus Group

TELECOM SALES TRAINING COURSES

COURSE OUTLINES

Sales Courses Overview

Are you investing heavily in the effectiveness of your sales people but very little in your sales team? If so, you may be limiting the impact of a major source of leverage in your organisation when it comes to sales revenue & customer experience.

Our sales training programs are designed to assess & develop your sales teams in a collaborative learning environment. They will provide your staff with a professional structure & framework that drives:

- Sales alignment with your growth strategy
- Consistent performance across regions & departments
- Pipeline visibility & forecast accuracy
- Adoption of existing processes, messaging & customer experience tools.

Our programs are designed to be action based which includes thought provoking case studies, interactive discussions & results orientated role plays.

This ensures that the content is relevant to your emerging managers & leaders so they can implement their new skills immediately back at work.

Courses Length and Reference Materials

We offer multiple sales topics which can be customised and combined to create a course uniquely matched to you needs and environment.

Standard length of courses is 1 day but that can be customised to deliver learning with specific focus on practical examples and team exercises.

All the materials will be provided as part of the course notes.

Sales Excellence Training Course

Sales Excellence Training Course	
Module	Details
Assessment of sales leaders	Key Topics Include: 1. Sales excellence concepts 2. Strategies for change, growth & opportunity 3. Competitor analysis & internal strategy tools 4. Key account management & client categorization 5. Pipeline management 6. CRM & systems thinking planning 7. Leading the sales process with insight 8. Pre-call & meeting setup planning 9. Influencing skills & multi-product selling techniques 10. Meeting set-up & elevator statements 11. Personal EQ: attitudes, beliefs & resilience 12. Objection handling & negotiations management 13. Customer experience & partnering strategies
Strategy for change, growth & opportunity	
Research your competitors, clients for sale pipeline success	
Plan to lead with insight & systems thinking mindset	
Execute to influence decisions with a multi-product sales approach	
Improve customer experience when dealing with objections & negotiating	

Sales Account Management Training Course

Sales Account Management Training Course		
Module	Details	Duration
Account management process	In this section participants are given a perspective on the processes and the activities involved in good account management	1.0
Account plans	Account plans are central to account management. Here participant build a customer account plan and learn how to use the account plan to strengthen a customer relationship, discover opportunities and fend off competition	2.5
Customer positioning and strategies	An account manager should aim to have their organisation positioned as a strategic partner with the clients. This section of the course elaborates on customer positioning and how to achieve strategic partner status.	1.0
Perception mapping and the competitive matrix	A perception map and a competitive matrix are very useful tools to give an account manager an understanding of the gaps, strengths and weakness their company has with clients. Participant will learn how to use these tools in the account plan.	1.5
Business buying cycle	By understanding the business buying cycle, an account manager can maximise the chances of winning opportunities	1.0
Portfolio management	Most account managers look after multiple customers, Therefore, sound portfolio and opportunity management process are necessary. In this section participants gain perspective on sound portfolio management.	1.0

Value Based Selling Training Course

Value Based Selling Training Course		
Module	Details	Duration
Value based selling	This section illustrates how the value of a product or company can move beyond standard features and benefits. The idea of value proposition for products, services, solutions and companies is explored.	1.5
Selling strategic value	In this module participants explore the various types of business strategies and how products and services may assist a customer in achieving their strategic goal.	2.5
Demonstrating value	In this section participant learn how to use customer's profit and loss account, working capital and VRIO model to illustrate how their products and services add value. Ultimately a good sales person will make the intangible, tangible.	2.5
Negotiation	In this section participants are given a perspective on effective business negotiation techniques and how good negotiators deliver outcomes of mutual satisfaction	1.5

Other Sales Training Courses

In addition here are some other 1 day sales training programs which can be combined into courses based on your team needs.

Other Sales Training Course		
#	Program Title	Program Content
1	Customer Service	<ul style="list-style-type: none"> • Customer service standards and models • Customer needs and expectations • Effective questioning and listening • Responding to complaints • Dealing with difficult customers
2	Customer Relations	<ul style="list-style-type: none"> • Qualifying prospecting methods • Identify buying signals • Overcome objections • Closing sales
3	Customer Sales	<ul style="list-style-type: none"> • Using databases • Customer resource management • Equipment and systems • Matching product to customer needs
4	Sales Processes	<ul style="list-style-type: none"> • Working relationships • Diversity • Assessing development needs • Learning styles • Networking