

ABOUT THE PROGRAM

This program will explore a profound understanding of how you can discover an enabling market environment, strategies and techniques suitable to close profitable sales in your business. Through a dynamic mix of lectures, discussions, 360-degree feedback, one-on-one coaching, and self-assessment tools, you will learn concrete ways to strengthen customer experience and raise sales revenue.

At the conclusion of this program, you will have an action plan for closing profitable sales that increases revenue. You will also become more effective at communicating to prospects that will bring about a profitable business deals.



FINDING AND CLOSING PROFITABLE SALES



LEARNING OBJECTIVES

- Discover new sales opportunities and market availability
- Enhance communication skills for effective sales bargaining
- Identify personal selling points, capabilities and competencies
- Learn how to source and identify prospective customers in the existing and new market system
- Learn the sales techniques that drives profitability
- Understand the concept of products positioning and value proposition
- Develop new ways for obtaining and securing customers

WHO SHOULD ATTEND?

- Sales Representatives
- Sales Managers
- Marketing Managers
- Supervisors
- Heads of HR
- Chief Operating Officer
- Business Development Officers
- Business Owners

VENUE

Virtual

DATE & TIME

25-27th October, 2023
(9am-1pm daily)

FEES

#120,000
per participant

CONTACT DETAILS

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EMAIL ADDRESS

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PEC TRAINING CENTERS

- 13B, Akin Laguda Drive, Merit Residences, Adeniyi Jones, Ikeja, Lagos
- Suite F5, Emmanuel's Place, Opposite Saki Garage, Sango-Ul Road, Ibadan.



LEARNING CONTENTS

- Discovering market opportunities
- Identifying prospective customers
- Enhancing selling prowess
- Executing strategies to win sales
- Embracing the right techniques for closing sales
- Engaging digital marketing
- Building substantial sales - using the PEC Model
- Developing sales models to drive long-term growth

LEARNING BENEFITS

- Gain insight on the relevant models that can enhance communication in closing profitable sales
- Obtain a comprehensive knowledge on closing more sales and driving long term growth.
- Use the secret of profitable sales to enhance customer experience and build substantial sales
- Acquire knowledge, skills and develop confidence for closing profitable deals
- Improve capabilities to deliver profitable sales deals

