

SALES DEVELOPMENT



Q & A

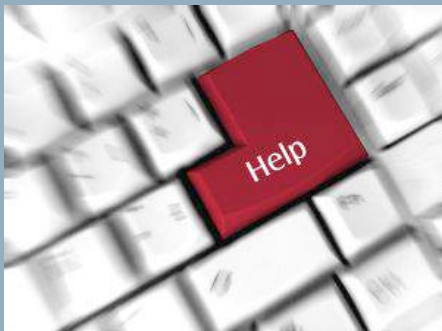
I. OBJECTIVES

To understand the difference between selling features of a product and selling benefits. How to elaborate and present a value proposition?

II. WHO SHOULD ATTEND

This course is aimed at those who work in international sales and want to obtain the fundamentals to successfully undertake international sales development.

III. HOW TO IMPROVE THE CRITICAL 5 SALES SKILLS



- Relationship between you and your customer
- Sales planing
- Question preparation
- Presentation skills
- Achieving customers' commitment

Sales is a demanding activity but it can also be a very pleasant one. Hardly you will find a sales professional who is not under pressure but who is not motivated when goals are achieved in the end of the quarter.

Sales is about conquering and maintaining customers that are also approached by competitors which can have products better than the ones in your portfolio. But surprisingly enough this does not have to be the end of your sales aspirations.

The consultive sales approach works most of the times: listening to your customer needs, see if your product meets them and if not what can you offer - but always be honest, realistic and keep a good relationship. Customers today are very aware of what is on the market as there is so much information available.

Furthermore, the first sale is always a test and provision of a follow-up service and, of course, an after-sales service will make all the difference for the future. You must make the customer feel supported and looked after.

Another very important action to be successful in sales is to know your competitors products in detail. If your company does not have adequate benchmarking try to get it yourself: usually distributors are an excellent source of information as

they know and work with products from competitors.

An important area for sales is exhibitions: in two-three days you can get more leads than in the whole quarter or a year. An exhibition is a concentration of potential customers. Therefore, you should plan it and arrange meetings in advance. As for potential prospects, be consultive and understand their needs; offer benefits and solutions and not just features.

Follow-up is essential. So lets keep on when we meet in the training!



About the speaker

Manuel Alves has over 10 years of experience in developing international markets at global level.

From green field projects to existing markets he has been involved in sales and marketing initiatives to develop, implement and restructure strategies.

His experience ranges from large blue chip organizations to SMEs.

A very efficient communicator he speaks five languages and enjoys sharing his knowledge and real business experience.

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