

### INTRODUCTION

This very successful course has been designed for experienced recruitment sales consultants and managers who want to move up to the next level. Delegates will be able to approach policy makers as well as senior decision makers with the right solution and present a proposal that will win larger accounts. This course not only explains how to get meetings with senior people, it also looks at the rules for winning big accounts. The programme covers advanced selling techniques, major account planning and organization.

### AIMS AND OBJECTIVES

This excellent course covers all the essential and important elements that make up a successful advanced sales campaign. We look at how to turn small accounts into sole supplier status and how to win major accounts.

### COURSE CONTENT

- » Strategies and tactics used to approach senior decision makers
- » How to get through to senior decision makers and policy makers
- » Advanced selling skills required to sell at senior level
- » How to apply advanced skills work needed for consultative selling
- » How and when to present your ideas and solutions
- » The process for dealing with complex objections
- » Advanced negotiating skills
- » Different techniques for closing sales with senior decision makers
- » Business Body Language
- » How and when to change sales tactics

### RESULTS

Developing quality accounts will be much easier, as will getting through to and developing rapport with senior decision makers.