



Optimum Results

Business Training Experts

## Advanced Sales Strategy

### Programme Overview

- Develop the organisation's performance through a complete understanding of customer's behaviour and attitude.
- Through the use of positive attitude deliver improved personal performance.
- Build a professional and comprehensive approach to presentation, selling and listening skills.
- Increase sales using effective territory and journey management.
- Focus the organisation on increased growth and profitability.
- Achieve behavioural and cultural change through complete involvement of all levels of management.

### Programme Outline

#### Psychology of Selling

- Challenges and barriers to success
- Psychology of selling and customer behaviour
- Personal motivation

#### Researching, Prospecting and Getting New Clients.

- How to research and prospect new customers
- Cold calling, appointments and the decision making unit

#### Setting Goals and Managing Targets

- Journey and territory management
- Organisation
- Managing sales plans
- Setting goals and targets

Optimum Results Ltd  
The Business Centre,  
Blackthorn Business Park  
Coe's Road  
Dundalk  
Co Louth

Tel: +353 42 9333033

Email: [info@optimumresults.ie](mailto:info@optimumresults.ie)

Web: [www.optimumresults.ie](http://www.optimumresults.ie)

