

Strategic Sales Training

The objective of our strategic sales training is to provide senior sales executives with the higher-level sales skills and techniques required to unlock the potential of larger and more complex customers

Sales skills developed

The training explores the range of higher-level skills and strategies that are required to manage more sophisticated customers;

Customer Insight – Understanding how customers think & behave

Customer Strategy – Identifying best opportunities for business growth

Consultative Selling – Creating unique & powerful customer propositions

Account Management – Developing key account plans

Influencing Skills – Managing complex customers

Training Philosophy

Customize workshops are intensive and highly interactive and designed to *Stimulate AWARENESS, Create UNDERSTANDING, Generate INSIGHT, but more importantly to Inspire ACTION.*

Who is the training for?

- *More experienced sales professionals looking to take the next step in their careers*
- *Account managers who require more knowledge of account planning techniques and account management skills*
- *Sales or marketing managers requiring knowledge of higher-level selling*

Customize

Customize are specialists in sales, sales management & customer strategy, having worked with both large and small sales organisations in the UK and overseas. Contact Rennie Gould in the first instance to discuss our experience and your requirements.

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