# Sales Development Programme Example



Month 1 Month 2 Month 3 Month 4 Month 5 Month 6 Month 7 Month 8 Month 9 PRE-WORKSHOP PREPARATION BY PARTICIPANTS PRE-WORKSHOP PREPARATION BY PARTICIPANTS • Reading • DISC Profile • Customer Profile • Reading • DISC Profile • Key Account Analysis TRAINING WORKSHOP 1 - 2 DAYS TRAINING WORKSHOP 2 - 2 DAYS PERSUASIVE SELLING SKILLS **KEY ACCOUNT MANAGEMENT**  Prospect and Qualify Account Analysis Pre-Call Planning • Decision Makers and Buyer Roles Objective Setting Customer Decision Process • Sales Call Template • Strategies and Tactics in Key Accounts • Questioning Skills • Growing Business Relationships Active Listening • Internal Support for the Account Plan Solution Selling Creating Value Objection Handling Negotiation Skills Closing the Call POST WORKSHOP POST WORKSHOP Feedback report to manager Feedback report to manager • Personalised Development Plans (PDP) Personalised Development Plans (PDP) • Participants meet with their manager to discuss (PDP) and • Participants meet with their manager to discuss (PDP) and agree actions agree actions

# THROUGHOUT PROGRAM

## FORTNIGHTLY "STINGERS"

Punchy emails with key learning message

### MONTHLY WEBINAR

- Training consultant leads training session
  - Participants prepare a contribution
- Real work issues discussed and learning applied

### COACHING

- By line manager or training consultant
- Coaching report completed for sales person and manager
  - Focus on developmental areas