

Negotiation Tactics and Counter tactics

Duration: 9 hours

>>> > Workshop Benefits:

- ☉ Understand the Benefits of Good Negotiation Skills
- ☉ Prepare Effectively for the Negotiation Process, Regardless of the Circumstances
- ☉ Identify Strategies for Dealing with Counter Tactics
- ☉ Recognize Negotiation Tactics and Counter Tactics and Effectively Use Them to Close the Deal

Cross-Selling and Up-Selling

Duration: 12 hours

>>> > Workshop Benefits:

- ☉ Understand Sales as an Advanced Type of Service
- ☉ Recognize Buyer Needs
- ☉ Listen for or Create Opportunities to Cross-Sell and Up-Sell
- ☉ Create a Natural, Conversational Bridge to the Offer
- ☉ Have more Confidence
- ☉ Close more Business

Trial closing and closing

Duration: 6 hours

>>> > Workshop Benefits:

- ☉ Determine how Close the Prospect is to Actual Making a Purchasing Decision
- ☉ Learn how to Ask the Questions during the Trial Closings that will Lead to the Motivation behind the Purchase
- ☉ Master the Trial Closing Strategies to Close to Increase your Closing Success
- ☉ Know how to Ask for a Commitment without Pressure and Feeling Stressed or Creating Stress for Prospects, Making Closing Easy and Natural
- ☉ Enhance Service Follow Up to Increase Customer Satisfaction and Build Professional Relationships



Additional Benefits

- ☉ Highly skilled professional LAU-CEP Trainers
- ☉ Small sized classrooms with direct interaction with participants
- ☉ Quality control program implementation
- ☉ Workshop calendar suitable for working participants
- ☉ Well acclaimed resources used as support material for the workshop

LAU-CEP attendance certificates will be provided upon the completion of each workshop

Contact Information:

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For corporate training, pre and post skill assessments are available

Information on external funding is available upon request

Professional Sales Executive Diploma

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Effective Selling Skills

Duration: 12 hours

>>> > Workshop Benefits:

- Recognize the Power and Impact of Positive Sales Mindset
- Understand the Role of a Salesperson and the Consultative Sales Approach
- Develop the Characteristics of a Star Salesperson
- Identify and Map the Buying Motivation and Needs of the Customers
- Learn the Steps of Sales Cycle – Prospecting, Pre-approach, Presenting, Closing and Follow up
- Present and Demonstrate your Product and Services Confidently
- Plan and Prepare to Advance in the Sales Cycle and Control Selling Situations
- Practice Specific Questioning Techniques for Uncovering Customers' Intellectual and Emotional Needs (SPIN Methodology)
- Improve and Adapt your Communication Styles to Address Different Types of Customers
- Apply Empathy and Active Listening to Read Customers' Cues and Interest
- Practice Language Skills to Control Flow, Direction and Tone of Each Sales Call
- Develop Professional Manner to Handle Customer Objections Smoothly
- Deliver Sales Promises for Customer Trust and Retention



The Selling Attitude

Duration: 9 hours

>>> > Workshop Benefits:

- Develop the Confidence to Sell in a Professional and Assertive Way
- Develop a Positive Attitude as a Key Success to the Sales Process
- Know how to Dress and Manage First Impressions
- Identify the Elevator Pitch and the Way to Use it at the Beginning of a Sales Call
- Improve Participants' Listening skills, Verbal and Nonverbal Communication
- Identify Innovative Product Presentation Techniques
- Developing a Passionate and Eager Attitude to Sell Products and Close Deals
- Determine the Advantages of Setting Sales Targets

Successful Prospecting

Duration: 6 hours

>>> > Workshop Benefits:

- Understand the Importance of Expanding a Client Base through Effective Prospecting
- Know how to Use a Prospect Board
- Identify Target Markets and Target Companies with the 80/20 Rule in Mind
- Develop and Practice Networking Skills at every Opportunity
- Develop, Refine, and Execute the Art of Making Sales Calls

Pre-Approach : The FABs Techniques

Duration: 6 hours

>>> > Workshop Benefits:

- Understand the Importance of Product Knowledge, Recognizing and Establishing Customer Need, and Product or Service Value
- Apply the Features, Advantage and Benefit (FAB) Technique across a Range of Sales Situations
- Handle Reluctant or Resistant Buyers through FABs Techniques
- Selling your Company's Products and/or Services by Linking their Benefits to Customers' Needs

Sales Presentation Skills

Duration: 15 hours

>>> > Workshop Benefits:

- Present Technical Information in a Clear, Concise, and Persuasive Manner through Effective Presentations
- Enhance Voice Projection, Articulation, Pacing, and Fluency
- Enhance Body Language, Eye Contact, and Gesturing
- Determine Audience Attitudes and Needs and Overcome Nervousness
- Identify and Handle Various Types of Audience Questions
- Project Control and Confidence through Delivery Skills
- Structure a Presentation to Gain Maximum Effect

The SPIN Methodology

Duration: 6 hours

>>> > Workshop Benefits:

- Sharpen the Selling Skills Using SPIN Methodology (Situational, Problem, Implication and Needs-Payoff Questions)
- Apply SPIN Techniques, Concepts, and Approaches to Accomplish Best Performance in Sales
- Equip the Participants to Effectively Sell Intangible Services/Products

Effective Negotiation Skills

Duration: 12 hours

>>> > Workshop Benefits:

- Know when the Tactics are Competitive or Cooperative
- Ask a Question that is Situational
- Merely Identify a Tactic