



BDM SALES SKILLS

"The only way to sell is to believe in what you are selling." - W. Clement Stone

This course is designed to equip business development managers with the essential sales skills they need to execute successful strategies and drive business growth. Instruction will provide a comprehensive overview of core topics such as sales process design, customer relationship management, marketing and communication techniques, and negotiation tactics. Participants will develop an understanding of the fundamentals for effective sales execution and gain actionable tools for generating more profitable results. Through interactive sessions and hands-on activities, participants will learn how to assess customer needs, identify key opportunities, close deals, and maximize ROI. At the conclusion, participants will be able to utilize the acquired skillset to develop more effective plans.

Key Course Content:

- Deal effectively with price only potential customers
- Conduct a brainstorming session with customers
Present benchmarking analysis and industry knowledge to establish credibility
- Modify conversation topics based on the level of contact
- Learn the art of asking qualification questions
- Analyse strategic selling blocks to build sales opportunities across an organisation
- Identify and remove any unnecessary bottlenecks or processes that cause angst to the customer
Discuss ways to reduce buyer remorse
- Blueprint the customer's buying experience
- Execute your business development campaign based on your action plan



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated half day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.

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