

# Strategic Selling Skills

## A 3-day Sales Strategy Jumpstarter!

*"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time." - Thomas Edison*

### Overview of Program

This class provides participants with the strategic selling skills and strategies needed to confidently and effectively prospect, sell, close and manage accounts. Participants will learn the techniques necessary to sell from a strategic vantage point and close today's sale while positioning themselves and your organization as the right choice for future initiatives.

- Sales Essentials
- Time Management
- Active Listening
- Effective Questioning
- Analysis & Positioning
- Gaining Commitment
- Closing the Sale
- Up-selling Secrets
- Building the Long-term Relationship
- Coaching and Follow-up

### Objectives:

- Learn the essentials of sales
- Identify the important aspects of time management
- Know what active listening is and how it applies to sales
- Practice effective questioning
- Discuss analysis and positioning
- Understand how to gain commitment
- Learn the fundamentals of closing the sale
- Discover the secrets of up-selling
- Create skills for building and keeping relationships



### Participant Profile

- Salespeople, managers, business owners and CEOs who need to define the right strategy and empower themselves to execute the correct tactics to get the job done.
- Professionals who want to close more deals and gain a competitive edge

RESULTS

OVER

80%

of participants are more confident to move beyond their comfort zone

OVER

80%

of participants are more willing to take risks

**Date:** Nov 17 - 19, 2020 | **Location:** Kuwait | **Registration:** Online through <http://oe.kfas.org.kw>

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