



SCANDINAVIAN ACADEMY
For Training and Development

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Sweden - Norrköping - Timmermangatan100 | P.O.BOX : 60359



Course: Power Selling

Code	City	hotel	Start	End	price	Hours
305	Zurich (Switzerland)	Hotel Meeting Room	2025-01-27	2025-01-31	5450 €	25

Program Objectives

By the end of the program, participants will be able to:

- Identify the behaviors and skills of a successful sales professional.
- Describe different types of selling models.
- Understand prospecting and be able to conduct a powerful sales call.
- Use a customer centered selling approach to provide value.
- Choose a closing technique to earn the business.
- Manage the customer relationship on an ongoing basis.
- Develop an action plan to apply new skills

Program Outline



Selling Skills Assessment

- Sales Competency Model
- Behaviors, Characteristics and Skills of a Successful Salesperson

Types of Selling

- Strategic Selling and Buyers Influence
- Planning your Calendar to Achieve Sales Goals and Build a Sales Pipeline
- Retail (Face-to-face) Selling
- Relationship (Consultative) Selling
- SPIN® Selling: The SPIN® Sales Model
- Characteristics of Different Selling Models,

Types and Structures

Sales Closing

- Attitude of the Sales Professional
- Dealing with Customer Objections
- Various Closing Techniques
- The Feel Felt Found Approach
- Strategies to Respond to Common New

Business Objections.

Relationship Management (Partnering with Customers)

- Technologies or Methods for Maintaining Customer Information CRM
- Strategies to Maintain Communication with a Customer
- Customer Marketing Pyramid
- Relationship Marketing
- Consultative Selling
- Life Time Value of a Customer (LTV)
- Conflict Handling

Sales Win-Win Negotiations

- The Phases of Sales Negotiations
- The Harvard Model Applied to Sales Negotiation
- The Art of Bargaining and Concessions Handling

NLP and Emotional Intelligence in Selling

- What is NLP?
- Implications for Marketers, Sales Advertising People
- Hypnotic Marketing and Hypnotic State Inducing Vocabulary
- Mind Reading



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The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.