SCANDINAVIAN ACADEMY
For Training and Development

Course: Power Selling

Code	City	Hotel	Start	End	Price	Language - Hours
305	Hurghada (Egypt)	Hotel Meeting	2025-02-23	2025-02-27	2950 €	En - 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

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.