



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Power Selling

Code	City	hotel	Start	End	price	Hours
305	Florence (Italy)	Hotel Meeting Room	2024-05-20	2024-05-24	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



**The Scandinavian Academy 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 buffet sessions for light meals during lectures.