

Extraordinary Sales Program (ESP)

Since its launch in 2005, the Extraordinary Sales Program has been delivered to over 450 sales professionals across the UK, with a consistent value rating of over 98% to those who have attended.

Highly interactive, educational and fun, the program inspires new and seasoned sales professional to take ownership of their sales potential and approach selling from a re-invigorated perspective.

Program Objectives

By the end of the program attendees will be able to:

- use innovation and quality thinking to re-engineer their sales efforts
- effectively articulate their uniqueness within their market sectors
- identify creative ways to create customer buy-in of their services
- adopt an energised enthusiasm towards sales and business development

Content Overview

- Developing sales goals
- Evaluating our current sales performance
- Eliminating sales subservience
- Innovation and quality thinking in the sales process
- Identifying and developing our unique selling points
- Understanding and adapting to customer types
- Effective sales coaching
- Overcoming objections and negativity
- Developing and maintaining sales service excellence

Program Delivery

The Extraordinary Sales program runs over a two week period as two half day sessions, one week apart.