

Despite their best efforts, many organizations are failing to achieve their full sales potential.

Traditional sales training can often lack inspiration and impact, and our good intent can frequently fail to deliver the results we require, exacerbated by restraints on our time and resources.

For three hours per week for three weeks, **Innergise Sales** provides sales professionals, whether new or experienced, with the skills, knowledge and motivation to realize peak sales performance.

## Program Objectives

To empower sales professionals to achieve and sustain consistently high levels of sales activity and results through the development of three foundational sales competencies:

### Professional Sales Skills

- Use innovation to develop unique sales strategies
- Present our products with impact
- Communicate to achieve results

### Product and Client Knowledge

- Understand our client's needs
- Establish and sell our point of difference
- Respond to objectives and negativity

### Personal Motivation to Sell

- Build self-confidence
- Develop and demonstrate enthusiasm
- Maintain discipline during periods of stress

## Content Overview

### Session 1: Creative Juices

- Planning with innovation
- Getting past gatekeepers
- Maintaining consistency in sales activity
- Targeting the right clients at the right time
- Avoiding the feast or famine syndrome
- Presenting with authority

### Session 2: Knowing Me, Knowing You

- Understanding the buying motivations of clients
- Recognizing our personal strengths and weaknesses
- Adapting our sales techniques to different clients
- Identifying our unique selling points
- Developing a compelling lift spiel
- Presenting with enthusiasm

### Session 3: It's Simply Not a problem!

- Uncovering hidden needs and opportunities
- Guiding clients into action
- Solving client problems
- Handling objections
- Closing the sale
- Presenting with impact