

TARGET AUDIENCE:
Sales managers in International organizations

JIGNITE.COM

Client-Centric Support for Development

Leadership in International Sales

Become a client-centric trusted advisor and equip yourself with the right skills



DESCRIPTION

Re-enforce and build further on your existing knowledge and capabilities in international organisations' sales to see new business opportunities and increase sales performance. Besides, support and develop an engaged, high-performance workforce that drives operational excellence and provides company growth.



PROGRAM OBJECTIVES

At the end of this program, delegates will be able to:

- Understand customer-centricity and the relation to customer value
- Deepen the cultural awareness within the company to identify the appropriate sales strategy
- Influencing your clients by asking problem questions and make them become ambassadors of your product and brand
- Identify the right client models by using international research
- Dealing with client's objections, stalled relationships and untrustworthy people by learning how to identify your risks early
- Build adequate coaching skills for successful engagement and performance in your team(s) and drive revenue



FORMAT/DURATION

- Eight live online sessions of one hour each either by using Microsoft Teams or Zoom *(dependent on company policy)*
- In company program
- Minimum 12 and maximum 18 participants
- Modules can be merged into longer sessions on request

INVESTMENT

Investment € 4000 *(excluding VAT)*

This is less than 28 euro per delegate per hour.

CUSTOMER CENTRICITY

SESSION 1

Customer centricity and customer value.

RELATIONSHIPS

SESSION 2

How to build trust on a distance and create credibility from your client.

PROFIT OR GROWTH

SESSION 3

Do you focus on new clients or existing clients? What is research saying on the best profitability.

DIFFICULT CONVERSATIONS

SESSION 4

Starting off right, client's objections, stalled relationships and untrustworthy people.

SESSION 5

Lets talk about pricing and being able to close the deal.

SESSION 6

Coach your team to promote productivity, and engagement.

SESSION 7

The risks of sales. Principles over process, what is your choice?

SESSION 8

International business, how come they don't understand me. Dealing with different cultures.

PRICING

TEAM COACHING

PRINCIPLES

INTERNATIONAL SALES

Call me for a free 30 minute taster session!

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