HORAE GROUP
it's about people.

Sales Process Mapping & Categorization

Enhance your sales process and improve customer experience, close rates, and revenue. Learn the sales process, create process maps, and optimize techniques to gain a competitive edge.

AUDIENCE

Salespeople of all levels

Business Owners

VALUE

- Improve efficiency and productivity by identifying and eliminating bottlenecks, reducing cycle times, and streamlining operations.
- Gain the skills necessary to boost your conversion rates, improve your ability to close deals, and ultimately drive higher sales and revenue for your organization.

OBJECTIVES

- Gain a thorough understanding of the entire sales process, spanning from generating leads to closing deals, and providing after-sales service.
- Expand your expertise on diverse optimization techniques that will help you streamline your sales process, cut down on cycle time, and boost your conversion rates.
- Implement strategies learned to ensure a smoother and more enjoyable experience for customers, leading to increased satisfaction and loyalty.

CONTENT

Understanding the Sales Process

- Lead Generation & Qualification
- Negotiation
- Closing

Process Mapping

- What is Process Mapping?
- Tools for Process Mapping
- Identifying Bottlenecks

Process Optimization

- What is Process Optimization?
- Optimization Techniques
- Implementing Optimization Strategies

Enhancing Customer Experience

- Importance of Customer Experience
- Strategies for Enhancing Customer Experience

Implementation and Measurement

- Implementing Learnings in Your Organization
- Measuring Success

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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2 DAYS