

# Technical Skills

Starting from predicting potential customers and prospecting instead of chasing uninterested clients, the process of setting a meeting, how the salesperson deals with the client through identifying his needs and handling objections, and finally closing

## AUDIENCE

Account Manager (AM)  
Key Account Manager (KAM)  
Sales professionals/sales team

## VALUE

Gain more potential prospects based on analytics  
Close challenging deals  
Reach maximum profit  
Excluding uninterested clients

## OBJECTIVES

- Build strong relationships with customers
- Provide effective solutions for complicated issues
- Better decision making skills
- Master the art of closing a deal right
- Build negotiation skills a
- & advocate for adaptability
- Drive more leads

## CONTENT

### Introduction to technical skills for sales

- Collecting customer data and identifying its value proposition
- Identifying ideal customer
- Exploiting potential opportunities
- Crafting developed sales proposals by uncovering pain points & objectives

### Sales Negotiation and Closings

- Overcoming objections by creating customized solutions
- Closing deals effectively by choosing the appropriate technique
- Enhancing cold-calling strategies

### Sales process optimization

- Reviewing sales process
- Fostering adaptation to new changes
- Adequate practices for efficiency in sales processes

### Practical applications

- Applying Technical Skills to Real Sales Scenarios, so that the participant would have comprehensive knowledge
- Applying Analytics for Sales Strategy after collecting sales reports and dashboards

## METHODOLOGY

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

## CONTACT