

Inside Sales Foundation

3.2 Building Partner engagement skills

Description	<p>This training can be seen as a follow-up on the pro-active telephone engagement skills training. This training will be more focused on the so-called soft skills or advanced communication skills you need if you are in any sales role to ensure you create a deep rapport with the customer in a short space of time. Nowadays, these so called soft skills are much more accepted for what they actually are e.g. effective and efficient selling tools without which you can never be a successful sales person. A variety of extremely useful skills will be covered and practiced during this very interactive and energising one day workshop with a lot of exercises, activities and practice to ensure the skills start to become embedded and become second-nature during the workshop.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> ▶ All External Account Managers with good understanding of customer engagement principles ▶ All Sales Managers managing teams and sales individuals ▶ All other colleagues with direct or indirect customer facing roles
Contents	<ol style="list-style-type: none"> 1 Introduction, training objectives and context 2 Emotional intelligence and why this is so important to have, develop and use in sales 3 Understanding the map of the world of the customer <ul style="list-style-type: none"> - advanced communication skills 4 What is empathy and how to demonstrate it 5 The noble art of asking empathy questions 6 Active listening – How do you do this and why is it so important? 7 Getting on the customers map and the art of levelling (adapting to customer style) 8 Tips and tricks to develop a deep customer rapport 9 The customer relationship life cycle and how to refresh it 10 Action steps and close 	<p>Language</p> <ul style="list-style-type: none"> ▶ English ▶ Dutch ▶ French ▶ German ▶ Local language where needed <p>Duration</p> <ul style="list-style-type: none"> ▶ Core training – 2 days ▶ Comeback Day – 1 day (3 months after training)
Learning objectives	<p>The Partner Inside Sales colleague will understand how simple communication skills can help them to be so much more effective in their roles</p> <p>The Partner Inside Sales colleague will practice all of these skills through interactive and highly effective exercises which will help these skills to become second nature to the delegates</p> <p>The Partner Inside Sales colleague will find in this training, ways to make their roles and jobs more rewarding and, thus, increase the level of self-motivation which is an important part of the emotional intelligence skill set</p> <p>The Partner Inside Sales colleague will be able to use the skills learned to underpin and reinforce the more structural selling skills picked up during the 3.1 workshop</p>	<p>Participants (max)</p> <p>▶ </p>
Refresher	<p>To ensure that the skills learned become part of the Partner Sales Account Managers' behavior, the Partner Campus Team organises a comeback day which will take place circa three months after the core training. During this day, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques.</p> <p>The time between the core training and the comeback day can be effectively used for coaching support by the line manager.</p>	<p>Cost</p> <ul style="list-style-type: none"> ▶ Training 3 days POA ▶ Development time: tbc