



SELECTING AND DEVELOPING Salesforce

Course Introduction:

There are tremendous pressures on the modern sales organization to adapt to the emerging trend that is business in the cloud. Implementing Salesforce Training as a part of an organization's overall growth strategy is quickly becoming more of a 'must do' and less of a 'nice to do'. As customers are becoming more powerful, more discerning and more demanding, and growth is an enduring theme in all vendor organizations big and small, adapting Salesforce Training is becoming a key component of adaptation.

Course Objectives:

By the end of the program, participants will be able to:

- The Sales, Marketing, customer care Skills Training program is designed for individuals who want to gain a thorough understanding of the principles and practice of marketing and sales.
- Ideally suited for sales and business development executives, this course offers a superb grounding in the practice of these two disciplines.
- Sales, Marketing, customer care are important skills which allow you to engage with all types of people and buyers.
- Marketing provides you with the skills to increase brand awareness, develop your target market, as well as create the necessary leads and enquiries through targeted marketing campaigns.
- The key to success in any business is sales and during the course there is a strong focus on developing your sales skills, so that you can apply what you learn to your current position.
- Improve service delivery standards, reflected in higher levels of customer satisfaction and bottom line profits
- Build a customer focused culture

Who Should Attend?

Experienced Marketing, sales, and customer care professionals interested in further increasing their marketing and sales skill levels.

Course Outline:

Section 1: Marketing

Day One

- Introduction to Marketing
- Marketing environment
- Macro and Micro Environment
- Consumer buyer behavior
- Market research process
- The Marketing mix,
- Market Segmentation, Targeting Consumers
- Positioning Products & Brands
- Market segmentation, targeting and positioning
- Developing a marketing plan
- Product & Services Branding

Day Two

- Consumer-Brand relationship
- Brand equity and value
- Pricing decisions
- Developing and implementing marketing programs
- Internet: Managing & Marketing web-sites
- Cyber Marketing
- Direct Marketing, Sales Promotion, Customer Service
- Marketing Distribution and channel decisions
- International Marketing

Section 2: Sales

Day Three

- Managing a sales territory
- Identifying and targeting new business
- Personal selling, Identifying and targeting new business
- Exploiting new areas of opportunity
- Defining call objectives, Time/territory management & Journey Planning
- Planning and prioritize meetings
- Sales Milestones, Identify various milestones that lead to your objective
- Sales Situations & Selling Styles

- Sales Strategies, Self-Analysis
- Sales Preparation & Research

Day Four

- Information Gathering - Questioning Techniques
- Sales presentation skills and stages in the sales process
- Structured Sales Model
- Sales People with the wrong approach
- Getting Attention & Opening the call
- Prospecting and Business development
- Sales presentation skills and stages in the sales process
- Opening the Call, Investigating customer needs – asking the right questions
- Use effective questioning and listening techniques to uncover customer needs
- Analyzing your Offer, How to answering customer objections

Section 3: Customer Care

Day Five

The business case for customer service excellence

- Why excellence in customer service is a hot business boardroom issue
- Understanding what your customers expect
- Benchmarking for competitive success
- Meeting and exceeding changing customer expectations
- Assessing your organizational culture for customer service focus
- Core foundations for building a customer centric culture
- Overcoming obstacles to customer service excellence

Improving customer service standards

- Showing your customers you are serious about providing customer service excellence
- Resolving customer service challenges positively
 - The six hats problem solving approach
 - Shifting perceptual positions
 - Resolving complaints, disputes and conflict
 - Role modeling top performers in customer service.
- Moving closer to the customer - rapport skills to build better relationships

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session