

# Sales Excellence Advanced

This advanced course is for those who want to refine and master the art of selling! Highly interactive with role play and video to ensure the smallest of details are refined, this is the ultimate in sales learning and development. This is for the seasoned sales professional who wants to be the best of the best, taking their income and career to the next level. <https://rainmakersgroup.ca>

## Module I: Social Selling - The New Cold Calling



Click, connect, and call with confidence! Technology has changed selling! You know that social media is the new way to cold call and reach thousands...but you aren't sure how to do it? Are you scared to put yourself out there? Gain a competitive advantage by building a personal or business brand that will outsell and outperform your competition! Learn the four ways to interact, engage, and follow on social media. Understand how to deliver value that through posting, creating videos, and blogging. Uncover how engagement rates vary depending on the type of visual content used. Discover inexpensive ways to improve your SEO and maximize lead generation to grow your business. Understand the basics of the social media platforms in an easy-to-understand class that even the technology-challenged can learn and prosper from. Uncover the valuable strategies that you can implement immediately to generate new customers and rev up your revenue! It is easier than you think!

## Module II: Perfect the Presentation Skills (Interactive Role Play & Video)



Do you feel like your presentation skills are lacking? Hate speaking in public?? FEAR NO MORE!!Strong presentation skills are the key to getting your point across and ensure your audience understand you. A highly interactive class focused on mastering your presentation skills with the use of interactive videotaping and role playing, Discover how to create a powerful presence in front of people by learning how to be your best self centre-stage or in front of customers. Learn the do's and don'ts of public speaking while you become more confident, natural and refined. This course will take you and your team to the top of their game as they master their presentation skills with real world application. No longer will you cringe when in front of customers, important and/or larger audiences. Instead, speak like a pro!

## Module III: Negotiation Strategies, Skills & Effectiveness



Negotiation skills are critical in business. Do you feel your negotiation skills are lacking? Want to feel more confident and in control instead of feeling like you got the raw end of the deal? Negotiation skills are critical in business. You negotiate every day. It may be with customers, suppliers, colleagues, your boss or employees. In successful negotiations, the needs of all parties are met. Gain valuable insight into the fundamentals required to create a more successful negotiation. Learn the common negotiation tactics used when negotiating and how to handle them to better protect your interests. From the bare-bones basics to the very best strategies and techniques, you will learn which mistakes to avoid, as you build powerful negotiation skills to become a better dealmaker. Discover how to leverage your natural skills while keeping your emotion in check. Empower yourself with confidence as you learn to create more collaborative and effective wins.

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## (continued)

### Module V: Simple Strategic Selling Strategies



Take current selling activities and focus them on your future performance targets with the goal of enhancing sales volume and building long term, loyal and repeat customers. Learn a variety of strategic selling techniques and use a step-by-step discovery process to create an individualized and detailed plan of best practices and processes moving forward. Implement a program focused on differentiation and consistency which can then be repeatedly relied on to foster sales growth. The overall goal of this course is to innovate your approach to sales, empowering you or your team to increase productivity and effectiveness through goal setting and the initiatives needed to elevate your business to a higher level of success.

### Module V: Successfully Sell to the C-Suite



Today's corporate decision makers are busier than ever before facing challenges like highly competitive markets, limited financial and human resources, and the explosion of technology. Consequently, as a sales professional, these leaders are even more unavailable to you if not impossible to reach. Most have at least one "gatekeeper" running interference for them, vigilantly protecting their time by keeping non-essential people at a distance. The average person receives 122 emails a day, so if this is your chosen method of communication, clearly, your message must stand out from the rest. The way you go about asking for their time, and the things you say and do are what makes the definitive difference. Learn how to target their specific needs, talk their language, and clearly understand the unique process needed, to gain an appointment and sell to the c-suite. Skyrocket your success as you tap into these elite decision-makers and watch your results, revenues, and business grow.

### Module VI: Modern Leadership Fundamentals



Leadership has nothing to do with position, title or status, and everything to do with behavior. Effective leaders influence, inspire and motivate people to perform to their highest potential in support of the organizations' goals. It is an observable set of actions and abilities that include problem solving, decision making, planning, delegation, inter-personal skills, and communication. A skillset that results in strong, resilient teams and a positive culture that lead to higher business productivity and profitability. Learn effective ways to influence others as you identify the six key characteristics of modern and effective leadership styles and the five practices of exemplary leadership.