

# Maximising sales in a tough market

## Issues

In a market downturn it is even more vital for companies to create and convert sales opportunities. Taking the right approach with the most appropriate person at a vital stage of the design to order process and having the key skills necessary to take advantage of the opportunity created will make this happen.

## Benefits

- Gain more qualified sales meeting
- Be more influential with the right people at the right time
- Gain more business at better margins
- Improve conversion rates
- Retain more valuable customers
- Develop 'sales-improving' personal action plans

## Programme

### Creating opportunities

- Develop a good understanding of the selling process from design to order
- Recognise the stages where you and your company can best influence
- Identify who needs to be seen, when and why
- Understand how the different types of contracts should be approached
- Be aware of the varying pricing processes

### Converting opportunities to orders

- Proactively manage a sales area to maximise selling time
- Effective project tracking
- Successfully sell the appointment
- Obtain the right information to confidently identify key customer issues and drivers
- Present value adding offers that stand out from the competition
- Vary the sales approach to gain the most business from new and existing customers

To help participants gain the most out of the session group discussions and activities, all are based around the construction products industry.

Cost per participant £590.00 to include refreshments, lunch, course notes and personal action plan.

For information on all our courses and services, contact KSA Sales Solutions on 01189 402981, email [mail@ksa-ss.co.uk](mailto:mail@ksa-ss.co.uk) or visit our website at [www.ksa-ss.co.uk](http://www.ksa-ss.co.uk)

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