

Winning New Accounts

Course Outline

Winning new business is imperative for any company in the move to expand their profitability. In developing new skills in the planning and presenting of their proposal, delegates will learn how to convey the key messages to build the rapport and trust to gain commitment to any new project. To learn how to differentiate yourself from your competition is one most effective way of gaining this business.

Course Objectives

- Key skills of winning new business.
- The buying cycle
- Managing the new business
- Understanding the new business opportunity - why do business
- Questions and active listening
- Presenting the proposition
- Buying motivators and related decisions
- First impressions - positive image - self confidence
- Understanding your Unique Selling Point - to gain the business
- Positive image and the effects this has on your meetings
- Handling objections in a positive way
- On-going action plan to move the business forward

Course Designed for

Sales People, Account Managers, Sales Managers and executives who come into contact with any new business