

SALES EXCELLENCE

ACADEMY



Welcome to the Sales Excellence Academy, where we revolutionise the world of sales. Our academy is meticulously crafted to empower sales professionals with the essential skills, strategies, and mindset required to thrive in today's dynamic market. From mastering the fundamentals to honing advanced techniques, our transformative programmes are designed to elevate your performance and drive success in the professional sales landscape.

Join us at the Sales Excellence Academy and unlock your full potential to drive revenue, exceed targets, and cultivate lasting relationships with your clients. Choose excellence. Choose success. Choose the Sales Excellence Academy. Your journey to sales mastery starts here.

Sales Excellence

Value Trades

Negotiation Skills

Relationship Sales



Programme Flow

In this academy we focus on building a solid foundation for required skills and assist delegates in becoming a better human, not just an improved employee. The skill sets of these programmes will have a hugely positive impact in their lives and will change it for the better, through applying the key outcomes and Next Actions. Following each training programme, delegates will attend a Nesting and Coaching session, assisting them in applying and implementing the key skills.

Sales Excellence

- The Organic Sales Process
- The Ultimate Sales Set-Up
- Direct Sales Call Structure – Telephone skills
- Feature , Function and Benefit
- Needs Analysis formula
- Closing Techniques & Objection Handling

Value Trades

- Defining Value for the customer
- The Value Proposition
- Competitor Research Unique Value Propositions
- Habits
- 5 Sales Assets
- Objections and Closing

Relationship Sales

- Creating and maintaining digital relationships
- Plan
- Engage
- Align
- Evaluate
- Close



Negotiation Skills

- Negotiating in the New Norm
- The 4 Core Principles of Negotiation
- Style & Process
- Propose a Solution
- Gain Commitment

Pipeline Management

- Time Management Matrix
- Time Thieves
- Daily Activity Sheet
- Personal Sales-plans
- Tracking & Managing potential customers
- List them through stages
- Organising your pipeline
- The 3 basic Performance Measures

A background image showing several call center agents in a professional setting, wearing headsets and working at computers. The image is overlaid with a semi-transparent teal filter.

Engage

Negotiate

Convert



SALES EXCELLENCE ACADEMY

ELEVATE YOUR SALES SUCCESS BEYOND EXPECTATIONS!

We are confident that the Sales Excellence Academy will serve as a beacon of transformation for all learners, propelling them towards unparalleled success in their sales endeavours.

Our academy isn't just a training ground—it's a catalyst for change. It ignites a journey from ordinary sales practices to extraordinary sales mastery, empowering individuals to unlock their full potential and redefine their successes.

Join us at the Sales Excellence Academy and embark on a transformative journey towards sales mastery. This Academy will redefine success and assist you in achieving extraordinary results.



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