First Touch Presents

HITING TARGET

Essential skills for real success in the world of sales

Is it right for you?

This interactive and user friendly workshop has been designed specifically to help sales people hit target. Whether revenue, margin or unit based this workshop is suitable for both external and internal sales and will provide you the framework you need to ensure you achieve your goals. It also features easy to use business tools that you can take back with you to use on a daily basis including a personal one page business plan

What will you learn?

You will learn how to impact on your performance through the quality, quantity and direction of your work. We share how to develop key accounts to their full potential, how to create and maximise a sales pipeline and how to use a simple but effective activity plan to ensure you succeed. You will learn how to improve your effectiveness through personal organisation and we end with proven techniques and tips to ensure a stream of new business appointments to match the needs of your business plan

Where Are We Now?

Your achievements, your targets, your concerns
The skills needed
Defining success

The Business Pipeline

Understanding your client base
Prospect probability
Suspect suitability
Selective targeting

Objectives and Planning – A New Look

Setting and achieving objectives
Planning from where?
My targets too high!

Personal Organisation

Prioritising the important
Working with others – winning support
Proactive development time

Key Account Development

Stabilising and developing key accounts
Decision makers & influencers
Creating working partnership
Key accounts – a team game

Managing Activity not History

The one page business plan
Upside down planning
Making the adjustments

Appointment Setting

Effective research
Targeting the decision makers
The first 20 seconds

Exercises and Case Studies

Together we succeed
Return to work action plan