

Sales Funnel® Light



Target Group	Non-sales staff that sometimes cooperates with sales and client visits.		
Expected outcome	Even better integrated solutions and optimal involvement. After the training your non-sales staff will have a full understanding of the process and techniques applied by sales. When asked for assistance, whether it's during preparation or at the client, they can provide data in the right format, because they understand the why and how. Right after the workshop you will feel save bringing specialists to clients, without having to be afraid that they will puke and disrupt the process. Total terminal integration will be a fact and everybody speaks the same language.		
About me?	<ul style="list-style-type: none"> • I'm eager to get the whole team involved, but it takes time to instruct non-sales staff about the Sales Funnel process. • I would like to have a format that makes it easy for me to have my whole team speak the same language, without having to send them to a 9-day full course. • I would like my specialists, who have a crucial role when it comes down to bringing solution to work closer and effectively together with sales • I would like my non-sales related staff to able to handle complaints and objections effectively and asses service needs through WITY based conversation when appropriate 		
Content	<ul style="list-style-type: none"> • Quick overview of Sales Funnel process • DISC insights on themselves and colleagues • WITY instruction and teaching business review / handling complaints • Rehearsal of those process steps and techniques that are specifically relevant to the different people and roles in the team 		
Competencies	Working in teams Collegiality Loyalty		Employability Self-assurance Anticipation
Approach	<ul style="list-style-type: none"> • Personal • Interactive • Game or case • Action learning 	<ul style="list-style-type: none"> • Debate and discussion • Buddy coaching • Personal feedback • Voluntary assessment 	