



SEARCH 4 EXCELLENCE

SALESFORCE DEVELOPMENT PLAN

Key Takeaways

- **Penetrate the market successfully by understanding the market trends and customer personas**
- **Learn what each customer needs to create a value proposition and help them with the solution**
- **Be empathetic and supportive while helping the customers**
- **Make customers happy and develop lifetime relationships with them**
- **Understand and complete the customer lifecycle effectively**

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



32 HOURS

Training Duration

Customer Life Cycle

Unaware - Aware

Consideration

KEY CONCEPTS COVERED

- Challenges faced and how to overcome them
- Brand Perception Mapping
- Customer life cycle and its stages
- Your role in the customer life cycle

- Prospecting and Lead Generation
- Customer Persona
- Personality styles
- Opening and first impression
 - Elevator pitch
 - Opening on mails
 - Rapport building
 - Dressing and grooming

- Probing
- Asking the right questions
- Need Analysis
- Pitching
 - Features
 - Advantages
 - Benefits
- Connection to Customer goals

EXPECTED OUTCOME

Understand the entire customer life cycle and move through each stage

Understand the need to do your homework thoroughly before meeting the client and build a good rapport

Use proper techniques to gain insights about customer wants and then effectively pitch the product/service



KEY CONCEPTS COVERED

- Types of objections
- Value selling
- LAER model
 - Listen
 - Acknowledge
 - Evaluate the type of objection
 - Respond
- Story selling
- Negotiation techniques

- Types of closing
- PEDRO for closing a deal and follow up
 - Process the order
 - Expectation Fulfilment
 - Dealing with Feedback
 - Relationship Building
 - Offering Additional Benefits

- After-sales service- Customer service
- Customer realities
- Handling customer grievances
- Internal network within company
- Confidence Building

EXPECTED OUTCOME

Handle all customer objections tactfully

Successfully close a deal

Handle after-sales customer grievances efficiently



THANK YOU

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8999393677