SPT

Training

Specialist services to scientific, technical and medical industries

Managing the Key Sale

'Managing the Key Sale' is a one-day workshop that takes a step by step approach to managing a complex sale. The process involves working with various decision makers in the lab, purchasing, path lab directorate and when necessary other commercial companies, developing a sales strategy for each individual involved leading to a comprehensive approach.

Each salesperson goes through the process with one or more of their own accounts so the lessons learnt can become immediately applicable, taking the theory and making it practical. The outline is as follows:

Case study one

A carefully constructed case study reflecting the market is used to introduce some of the analytical tools and thought processes used in the management of a complex sale.

Qualifying accounts

This exercise informs the sales Person where they stand in the sale from and early stage. Four key elements are analysed.

Mapping an account

Understanding who is involved in the sale and what role they play is a key element of the process, this section works through this in a thorough manner introducing other key concepts relevant to each individual.

Recognising problems

An important area often ignored. Here, problems are seen as important to strategy development providing antidotes to 'Sales Prevention Officers' and harnessing champions.

Needs and desires

Satisfying needs and desires is mandatory in any sale, for complex sales it helps to take a more comprehensive view and the motivation of each 'buyer type'.

Case study two

A second, comprehensive case study is used to apply the strategy fully and drive home the learning points from the day.

Each step on the process is multifaceted and triggers a re-evaluation of the current strategy, indicating what needs to change to ensure the success of the sale. All of the topics covered have direct practical applications useful to the sales person. The workshop is very interactive with much discussion.

SPT Training, 276 Birmingham Road, Wylde Green, Sutton Coldfield, B72 1DJ.
'Phone 0121-384-1980, Fax 0121-384-1965, E-mail sptsteve@btinternet.com
www.spt-consultancy.com