



McCORMICK  
TRAINING  
Since 1986

# Sales Fundamentals Back to Basics

Become a highly skilled and motivated sales professional by attending our course to develop and strengthen key selling skills, critical for delivering consistent sales results

## Workshop Content & Structure

- Dynamics of a VUCA World and the need to embrace change
- Developing a Culture of KAIZEN
- The Power of Attitude and developing a Sales Mindset
- Achieving Personal Wellbeing through a Healthy Wheel of Life
- The Power and Impact of Professionalism on Achieving Outstanding Sales Results
- Sales process including:
  - Prospecting techniques and Pipeline management strategies for consistent sales results
  - Powerbase consulting – how to implement the process to connect and develop relationships with key stakeholders
  - Developing effective pre-meeting plans and research techniques
  - The fundamental shift in selling – moving from value communication to value creation
  - Consulting process methodologies
  - Creating and presenting effective sales proposals
  - Follow-up & follow-through strategies
- Account Management that's built to last by:
  - Building a strong foundation
  - The 3 pillars of success
  - Customer relationship management



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