



The Ultimate Sales Approach

Course Outline



Your business outcomes are our priority. Proving impact in real time.

Aim

This workshop has been designed to meet the final outcome of increased sales through empowerment of the individual to seeing the sales desk as a “franchise”, or cost centre as such. It is intended to be used for all new recruits in the induction process in a modular fashion but also for all existing call centre agents as a self-empowerment workshop.

About this Course...

Empowering Agents to: See the potential in themselves, the position and the company.

Outcome

1. Have a clear vision of the company values and accompanying behaviour
2. Be better equipped to recognise their own obstacles to success
3. Be able to tailor their daily sales and administrative tasks and attitudes to the entrepreneurial vision the company wishes to instil
4. See the What's in it for ME, as the bottom line to buy-in into the programme
5. Recognise the value of clients both internal and external to the small business

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
No Alignment	n/a	n/a	n/a

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 4 Days

Content

Topic	What You Will Learn
Entrepreneurial Attitudes and Value Alignments	• Understanding entrepreneurial attitudes • Converting attitudes and values to competencies • The mind-set needed for success • Uncovering the What's in it for ME – personal goals and motivations • Recognising personal stumbling blocks • Finding balance and motivation • What it takes to be resilient • Adapting to change – what holds us back, recognising our behaviours and moving on
Good Business Governance	• The paperless office still has administrative work • The value of doing the job once • Organising your workspace • Working from a structured diary, CRM package and/or task manager
Understanding the Value Measurement Brings	• Working with finances: the desk and personal • Understanding targets, profitability and turnover • Understanding the GOALS that bring the targets • Understanding the sales funnel from a personal and organisational perspective, where do we have bottlenecks and seepage? • Using goals to funnel more sales • WIGS: What are Wildly Important Goals and using the 4 disciplines of execution strategy
Knowing When It's You and When It's Not	• Using the Time Matrix to manage your time wisely. • Working on the important stuff • Know when to address your own discipline and when to call in help • Understanding the impact of third parties and building the relationships so as to use your sphere of influence
Being Goal Orientated	• The difference between targets and goals • How to find the goals that take you to your WIGS • If it is broken FIX it • If it's not, don't

Optional Purchases

When ROI and Implementation Matter

At Staff Training, we understand that each individual and/or organisation has unique needs and goals. We have developed a range of valuable, but optional purchases to maximise your training outcomes:

SETA Accredited Training Options

Most of our workshops are aligned with SETA Accredited unit standards, or you can opt for the fully accredited version of your workshop choice. This includes a certificate of competence when successfully completed. All other certificates are certificates of attendance.

The Afterburner

Afterburners are additions to selected workshops. These continued learning courses include a re-cap of material covered during the workshop and continue to expand on both knowledge and skills development for the workplace.

Skills Check

Skills Checks are extremely useful in the measurement of ROI of soft skills training. This tool is structured to help the learner improve on the implementation of new skills through a goal-driven process of accountability and reflection.

LevelUp Coaching

A 2-hour, one-on-one coaching option for those who would like to address and build on the knowledge they gained during training. Converting theory into practice under the tutelage of an experienced coach.

PowerPath Coaching

A powerful investment into your future leaders. One-on-one leadership coaching with the globally acclaimed Enneagram as the self-mastery tool.

Staff Training is an accredited IEQ9 Provider. Our Enneagram offerings include a SETA Accredited version of a leadership development workshop as well as an emotional intelligence and Enneagram combination. You can also explore our specialist hybrid offerings of workshops and coaching below.

<u>Enneagram Group Coaching Journey</u>	<u>Enneagram: Insight to Action</u>
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