

Creative Selling

Inspire your team to greater success



How can you help your sales people to reach peak performance? How can you make them even more effective? This workshop goes beyond basic sales techniques and develops creative sales skills. It is participative, entertaining and motivational. Delegates learn practical techniques that they can put to immediate use. The workshop is tailored to your requirements and can be run for a half a day or a full day. The preferred group size is between 12 and 20 people.

Topics include:

- Ø Problem analysis
- Ø Questioning techniques
- Ø Lateral thinking methods
- Ø Idea Generation and Evaluation
- Ø Objection handling
- Ø Selling benefits

The workshop is ideal as a motivation booster for sales executives, sales managers and marketing teams. It gives people new insights into how to solve business problems more creatively.

During the course the participants will:

- Ø Improve their questioning technique
- Ø Generate creative solutions for specific sales issues
- Ø Practise and learn innovation techniques
- Ø Role play sales situations
- Ø Determine actions to improve their sales performance

The workshop is run by Paul Sloane, author of *The Leader's Guide to Lateral Thinking Skills* and many other books and articles on sales, leadership and innovation. He is a renowned speaker and course facilitator. He was an outstanding salesman with IBM where he came top of Sales School. He went on to run sales and marketing teams in IBM, Ashton-Tate, MathSoft and Monactive.



destination innovation