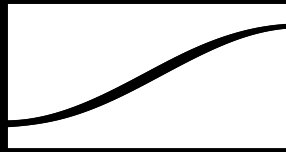


SFAGNA



MANAGEMENT

SKILLS TRAINING



Lining Phase Management
Closing Phase Management
Telephone & Internet Management
Business Development Management
Prospect Follow-Up Management
After-Sale Follow-Up Management

LINING PHASE

MANAGEMENT SKILLS TRAINING



Managing salespeople on-the-line or in-the-field requires constant communication, discipline and support. Ensuring Lining Phase Selling Procedures are performed properly is key to a sales team's success.

THIS CURRICULUM INCLUDES

- Lining Phase Selling Procedures.
- Managing the Lining Phase of The Selling Process.
- Managing a Sales Team On-the-Line and In-the-Field.
- Analyzing Want and Need, Providing Selling Solutions.
- Lining Phase Qualification and Sales Strategy Management.
- Overcoming Objections that arise in the Lining Phase.

WHO THIS PROGRAM IS FOR

All Personnel who Manage and Coach Salespeople On-the-Floor, On-the-Telephone, Online, or In-the-Field.

Master the Skills required to Excel at Guiding and Directing Sales Personnel in the Lining Phase of The Selling Process.

CLOSING PHASE

MANAGEMENT SKILLS TRAINING



Managing deals are more than penciling offers and sending sales personnel into the line of fire. It is about preparation, deal structure, negotiating the terms for purchase, and providing closing support.

THIS PROGRAM INCLUDES

- Closing Phase Selling Procedures.
- Managing the Closing Phase of The Selling Process.
- Negotiating Psychology, Deal Structure and Closing Strategy.
- Closing Phase Qualification, Presentation, and Negotiation.
- Overcoming Objections that arise in The Closing Phase.
- Sales Takeover and Turnover Strategies.

WHO THIS PROGRAM IS FOR

All Personnel who Structure, Manage, or Coach Sales Personnel in Negotiating and Closing the Terms for Purchase.

Master the Skills required to Excel at Guiding and Directing Sales Personnel in the Closing Phase of The Selling Process.

TELEPHONE & INTERNET

MANAGEMENT SKILLS TRAINING



Information Gathering and Return Contact Strategies are key to succeeding with Telephone and Internet Selling Opportunities and driving business into your showroom or selling queue.

THIS PROGRAM INCLUDES

- Telephone and Internet Selling Procedures
- Managing the Telephone & Internet Selling Processes.
- Telephone and Internet Communication Skills.
- Telephone and Internet Lead Qualification Management.
- Contact Strategies for Securing Appointments to do Business.
- Overcoming Objections with Telephone & Internet Leads.

WHO THIS PROGRAM IS FOR

All Management Personnel who Guide and Direct Sales and Support Personnel in The Telephone and Internet Selling Processes.

Master the Skills required to Excel at Managing Sales Personnel in handling New Incoming Telephone and Internet Selling Opportunities.

BUSINESS DEVELOPMENT

MANAGEMENT SKILLS TRAINING



Generating business opportunities without relying on advertising to drive traffic requires creativity and skill few possess. Providing the resources, and support a sales staff needs to be successful is key.

THIS PROGRAM INCLUDES

- Managing the Business Development Selling Process.
- Growing Business without Increasing Advertising Costs.
- Identifying New and Missed Opportunities to do Business.
- Producing Value, Creating Demand, Inspiring Decision.
- Overcoming Objections that arise in Business Development.
- Generating qualified Selling Opportunities ready to do Business.

WHO THIS PROGRAM IS FOR

All Management Personnel who Coach Sales and Support Personnel in Business Development.

Master the Skills required to Excel at Managing Lead Generation and Business Development Marketing Campaigns.

PROSPECT FOLLOW-UP

MANAGEMENT SKILLS TRAINING



Maintaining open lines of communication and establishing effective prospect follow-up plans of action for securing appointments to do business are critical to a company's selling success.

THIS PROGRAM INCLUDES

- Prospect Follow-Up Selling Procedures.
- The Prospect Follow-Up Management Process.
- Prospect Follow-Up Communication Skills.
- Prospect Follow-Up Qualification Management.
- Overcoming Objections that arise in Prospect Follow-Up.
- Coaching The Follow-Up Appointment Setting Process.

WHO THIS PROGRAM IS FOR

All Management Personnel who Track, Manage and Coach Sales and Support Personnel with Prospect Follow-Up.

Master the Skills required to Excel at Managing and Controlling Sales Personnel Unsold Prospect Follow-Up.

AFTER-SALE FOLLOW-UP

MANAGEMENT SKILLS TRAINING



Ensuring exceptional sold customer care is provided is essential to producing high customer satisfaction ratings and receiving the rewards of repeat and referral business.

THIS PROGRAM INCLUDES

- After-Sale Follow-Up Selling Procedures.
- The Customer Care and Deal Fulfillment Process.
- Protecting Customer Sales Satisfaction.
- Solving Customer Care Problems.
- Building a Strong Customer Referral Network.
- Building and Maintaining Ongoing Residual Business.

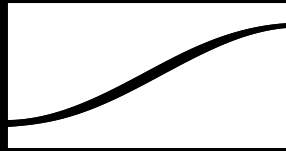
WHO THIS PROGRAM IS FOR

All Management Personnel who Manage Sales and Support Personnel with After-Sale Follow-Up, Customer Care and Satisfaction.

Master the Skills required to Excel at Managing Customer Care, Deal Fulfillment, and Customer Satisfaction.

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Excellence Without Compromise™



**Take the Steps Required to
Become Your Best!**