



## **The Salesperson as a Blue-Chip Professional**

Duration: One day

Time: 9am – 4pm

For: Sales Professionals

### **PROGRAM OBJECTIVES**

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At the end of this one-day workshop, you will go back to your job with a number of strategies which, when implemented by you, will cement your reputation as a blue-chip professional.

### **METHODOLOGY**

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Workshop consists of lecture/discussions, visual aids, individual and group activities.

### **Content Domain**

Four characteristics of successful Blue-Chip Salespersons

- ✚ Good Attitude
- ✚ People Skills
- ✚ Selling Skills
- ✚ Product Knowledge

Five “moments of truth” in selling

Five components of world-class selling

What makes the salesperson tick?

- ✚ Formulae for creating value through service quality
- ✚ Guidelines for becoming a great sales professional

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