



# Course Outline

## Advanced Selling Skills – Challenger

**Course Number:** IFST181205

**Course Length:** 2 days

### This Programme Is Suitable For:

Field salespeople  
Business to business salespeople  
Client relationship managers  
Account managers  
Business development managers  
Commercial managers  
Experienced salespeople looking for a different perspective

### Description

A structured sales process for your team to increase business opportunities and grow sales. This brings a new face to selling and completely changes the way we have all been told to sell. The customers are given a new insight into the role of an adviser and not the traditional “sales person”. It is designed to give your experienced advisers a fresh look at selling and add to their existing skills, whilst increasing sales and profitability for your company.

### Course Content

- Positive Mindset
- How to develop a “World Class” sales team
- The “Challenger” sale
- Social Styles
- Interpersonal skills
- Objection handling
- Telephone prospecting
- Time Management

**Delegate rate:** £299 Exc. VAT (minimum of 4 delegates)