

Data-Driven Sales: Leveraging Analytics for Success

Sales, Marketing & Customer Care



In-Class



16 hours



EGP 4,470

Course Description:

This course is designed to equip retail sales agents with a customer service excellence foundation. This will help them to engage better with customers, portray energy and commitment, and use positive phrasing to establish a meaningful connection with customers as well as enhance their personal communication skills. Participants will learn how to manage challenging customer interactions and relationships to secure trust and confidence as well as retain their valued customer base.

Target Audience:

Sales Managers & Leaders: Those responsible for guiding sales teams and strategy can learn how to leverage analytics for better decision-making.

Course Objectives

By the end of the course, participants will be able to:

- Link what customers value to characteristics of successful retail agents.
- Explain the importance of making a great first impression.
- Use an effective listening technique to uncover customer needs & maintain a positive customer experience.
- Identify the Sales forecasting approaches and steps.
- Identify how to put sales plans to achieve the best results from the team members.
- Develop two different diffusion techniques.

Course Outline

Module 1: Customer Motivation

- Discover what customers say about what matters to them in receiving great service
- Link what customers value to what successful retail agents need to be.
- Understand that customer behavior is influenced by both logic and emotion.
- Explore the logical and emotional motivators of buying from you / using your service.

Module 2: Rapport = Results

- First impressions
- Explore the attitudes and knowledge of successful retail agents.
- Explore the skills of successful retail agents
- Discover how the program will develop retail agents to deliver great sales/ service.
- Sharpening your rapport

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Module 3: Listen & Know your FAB (skill set)

- The importance of listening
- How to listen better
- Features, advantages, and benefits
- FTB Sales Technique
- Identify the customer's decision criteria

Module 4: Sales Forecasting

- What is forecasting?
- Forecasting approaches
- Four-step process to create a sales forecast

Module 5: Sales Planning

- Components of a sales plan
- Putting your plan together
- Questions your sales plan should answer
- Sales planning best practices
- Sales planning skill practice

Module 6: High-Intensity Interactions

- Understand that intensity comes from emotion.
- Explore "What response am I looking for?"
- Develop two different diffusion techniques
- Apply and practice

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

1.3 CEUs

Course Language:

English

Prerequisites:

N/A