



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Strategies to Convert Leads into Sales

Customer Growth & Experience Excellence



10525



In-Class



8 hours

Course Description:

Unlike the traditional way of selling, today sales are all about understanding client issues and bringing out solutions to the table, which will cause a win-win situation for both parties. Businesses are always prone to fluctuations with a rise and a drop in profit. Sales Executives have to constantly acquire new opportunities and build on existing opportunities to generate profitable numbers. You will be responsible for gaining positive returns for your business. A performance number is driven, and a well-trained sales team is very important for any business.

Target Audience:

Experienced sales managers, Business entrepreneurs, Sales Executives, Marketing professionals, Business Development Officers, and even client account managers.

Course Objectives:

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

- Understand the psychology of buyers and the impact of selling skills
- Plan efficient introduction and deal-closing techniques
- Discover the significance of planning & time management skills in a sales environment
- Implement the forecasting tools to expand market reach and boost sales results
- Identify buying signals and make the most of them
- Develop effective and impactful presentations that show results and ROI
- Learn the skill of building long and influential client relationships
- Set SMART goals and objectives, and the way to drive them
- Conquer stress and stay motivated

Course Outline:

Module One: In-Person Sales

- Definition
- Benefits
- Cost
- Effectiveness

Module Two: Sales Funnel

- Generate Leads
- Nurture Leads
- Acquire Customer Base
- Expand Customer Base

Module Three: Prepare

- Effective Methods to Generate Leads
- Know Your Customer
- Practice Sales Conversation
- Set Goals

Module Four: Presentation

- Determine Venue
- Stay on Point
- Tie the Information to Customer Values
- Refer to Past Conversations

Module Five: Engage

- Emotional Intelligence
- Allow Evaluation
- Overcome Objections
- Incentives

Module Six: Commitment

- A Verbal "Yes."
- Maintain Connection
- Remind Customer of Value
- Call to Action

Module Seven: Sale

- It Isn't Over till It's Over
- Make the Process Easy
- Close with Exceptional Service
- Thank and Reward



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Module Eight: Loyalty

- Continuity Programs
- Special Rewards
- Handwritten Cards

Module Nine: Expand

- Word of Mouth
- Networking
- Clubs

Assessment Strategy:

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

Course completion will grant participants:

0.6 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None