

IS YOUR TOP LINE IMPORTANT?

Prepare now for a successful 2017

7 Steps of Sales

The selling process is generally divided into seven steps that, once you understand them, will empower you to sell virtually anything you want and satisfy your customers:

1. Prospect and qualify
2. Pre-approach
3. Approach
4. Presentation
5. Overcome objections
6. Close the sale
7. Follow-up

This is our base training, available in 1 - 1 1/2 day workshops.

Large Account Management

Based on the LAMP process and tailored to your industry specifics. Learn how to effectively manage your large accounts and to engage at all levels. Create account plans, coupled with a systematic process to become more successful.

Available in 1 1/2 - 2 day workshops.

Value Selling

With Large Account Training as a prerequisite, this training will go deep in your companies abilities in the marketplace. Based on this differentiation the success drivers are trained and embedded in your organization.

Available in 1 1/2 - 2 day workshops.

Top line growth through Sales training

Without a doubt, and most people will agree, a motivated sales person sells more and better than someone “just” doing the job. One of the tools, in addition to a compelling vision, executable plans and lots of support (or control) is training. Often reduced or killed in downward times, it is seen nowadays as a tool to provide differentiation. Especially when products and services are interchangeable, one thing hardly changes - people buy from people.



This is where we come in. Aperia International provides training as means and tools to accompany and support your higher vision or goals.



All selling - regardless of the product that's being sold - follows a particular sequence of steps. It's a simple but logical framework that has been the accepted model for almost a hundred years and is called the 7 Steps of Selling (please google for more info).

Aperia International has created general Sales training modules using the 7 Steps of Selling as the basis. Tailored for the industries we work in, we have applied real-life case studies, often from our clients. Participants can practice during the training workshops.

Product Management

This training originated from our first PriceForce® projects. Understanding of the current product portfolio, improvement plans and the definition of a product portfolio strategy are the key learning topics. Ideally booked in 2 separate sessions, 1-3 months apart.

Project Management

Account management especially at larger accounts has a lot to do with efficiency and to successfully manage the customer interaction. Participants learn the difference between a project and an activity, how to define and manage projects, following state of the art project management techniques - all tailored towards Sales. Available in 1 - 1 1/2 day workshops.

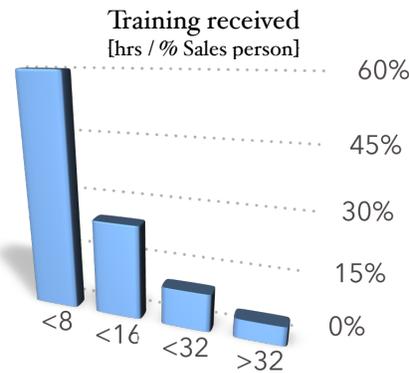
Pricing

Although part of some of our training programs, we have created last year a separate training around all aspects of pricing. Price increase and decrease strategies and hands-on tactics, price management and competitive pricing are the key elements. Suggested for Sales, MMs, PMs and Finance. The shorter program duration requires either the Product management or Value selling attendance. Available in 1 - 1 1/2 day workshops.

Our training is authentic, based on personal experiences in the industry. All our trainers have successfully sold products before and have led sales or business organizations during their careers.



We include pre-work to engage your people and post training follow up, to ensure success and to make the content stick. Workshop size is between 4 and 16 people depending on the particular training.



Source: 2016 Aperia survey

In a recent survey of 25 companies we learned, that on average 60% of the Sales people get less than 1 day of training per year. How do you promote new products? How do you bring your strategy to the market? How do you differentiate?

Training just for the sake of training, or to meet certain goals or strategic thrust commitments is not very effective. We will engage with you and your teams to learn where you stand and make a recommendation what training - if at all - you need.

There should be a measurable Before and After the training effect. If not, we talk. Simple enough?

Learn more about our Commercial Transformation, a series of trainings over a longer period - alined to your other plans.

Please contact us at training@aperiaint.com for more information and to learn how we can help you growing.

