

*"Shedding
Light
on Skills
Development"*



Kwelanga

TRAINING

engage | inspire | elevate

Analytical Sales Mastery

A Specialised Kwelanga Training Programme

INTRODUCTION

This modular interactive Analytical Sales Mastery workshop teaches the principles of manifesting success and productivity consciously through consistently applying skills and steps that need to be applied in achieving success in selling. The principles apply whether selling products, services or marketing yourself and your organisation.

The training is conducted over six, four-hour sessions held once a week. Thus, allowing for application of knowledge and techniques learnt in each session.

The knowledge can transform personal and organisational goals and targets to create real bottom line difference.

REFERENCES

"I am blown away; this course has challenged me – wanting to improve!"

"I enjoyed the manner in which the facilitator applied the content to our work practice."

"Practicality, ability to immediately implement what has been discussed and further my sales ability and approach/address people and situations better."

WHAT THIS COURSE CAN DO FOR YOU...

- Categorise a client base
- Understand the value of categorising
- Develop tactics to promote clients
- Unpack relationship and service levels to clients
- Improve client analysis skills
- Tips on how to build trust with your clients
- Develop preparation skills for client visits
- Utilise preparation tools
- Evaluate time vs value/cost
- Manage activities efficiently via a schedule
- Own commission
- Develop communication skillset
- Hone listening and questioning skills
- Identify the personality style of clients
- Improve levels of assertiveness and discover techniques

TARGET AUDIENCE

The workshop is designed for sales people in product and service delivery and for managers and team leaders who are in a position to motivate others. It can be used for personal development, career and life direction and for team building.

COURSE CONTENT

Understanding the Value of Client Categorisation

- Categorising your client base
- Understanding the how and why of client categorising in your organisation
- Sample categorisation Application
- The Four Levels of Value Categorisation

Aligning Your Client Base to the Value Categorisation Model

- Value Migration: From Product to Strategic Partner
- Involving Stakeholders
- What Level is your relationship with your clients?
- What Level is your ability to service your clients?
- Tactics to move your clients up the LEVEL scale: Existing and Prospective clients
- Application and Off-line assignments

Client Analysis Tools

- Maslow Analysis
- Practical Application
- Building Trust with your Clients

Developing Your Client through Structured Meeting Plans

- Client visit preparation using real tools
- GROW Sheets: Why you need them, and how to use them.
- Off-line assignments

Administrative Techniques to make you more Productive

- Evaluating your time vs value/cost ratio
- Managing your activities through a balanced schedule
- Own your day, own your commission

Developing Key Interpersonal Skills for Selling

- Listening actively
- Questioning Skills
- Identifying the Personality Type of your Client/Customer
- Assertiveness skills and techniques

A Way Forward – Personal Elevation Plan

TRAINING METHODOLOGY

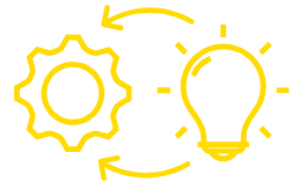


Our training methodology is designed with a core focus: to ensure that the knowledge acquired translates into tangible results, adding substantial value and visibly improving performance within the workplace.

We employ an outcomes-based approach, fostering active engagement through highly interactive, facilitator-led sessions.

WHAT WE OFFER

- Public Courses vs Closed Group Training
- Face-To-Face Training (F2F)
- Virtual Instructor-Led Training (VILT)
- Customisation
- Impact Compass
- myQuest LMS



POST COURSE ASSISTANCE

Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can ‘Contact the Coach’ for support, Information or assistance with additional questions regarding the application of theory covered during the course.



Personal Elevation Plan – Bridging the Gap from Training to Workplace Application

The Personal Elevation Plan isn’t just a takeaway – it’s a structured, practical guide that helps delegates seamlessly transition their learning into real-world action.



Sustained Development and Accountability: By tracking progress and engaging with their managers, delegates stay committed to their growth, making learning an active part of their professional journey.

A Tool for Measurable Impact: Rather than training being a one-time event, this plan enables organisations to see tangible results by embedding new skills into everyday work.

A Catalyst for Meaningful Conversations: Ideal for one-on-one coaching and performance discussions, the plan encourages ongoing development dialogues between delegates and their managers

OUR COMMITMENT TO YOU ...

Kwelanga Training’s Commitment

*To develop and inspire each individual to be the best that they can be.
To assist clients in the transfer of skills and positive behaviour change.*