



Module Seven

Psychology and Strategies for Growth

Positioning:

This Programme is aimed at sales people who do not just have a sales role, but a role that includes the responsibility of growing or developing a sales territory without the aid of a sales team – i.e. a sales and sales development role.

Deliverables:

- Provides delegates with models and strategies to grow and develop a mature business by allocating time to both maintenance and development, together with templates and contents for both a Maintenance and a Business Development plan

Contents:

- Understanding how to think and develop a Growth Culture
- Developing a Build Mentality
- How Paradigms and Beliefs get in the way
- Time Management
- Success Habits
- How to Value Existing Customers in Terms of Potential
- Methodologies for Identifying New Opportunities for Growth
- Segmentation Model
- Developing a Maintenance Plan
- Developing a Development Plan
- Implementation Methodology

Who Should Attend?

- Sales resources who have been charged with a sales management responsibility to maximise market share within a territory, and whose time is stretched maintaining existing business