

Course Outline

New Business Development for new and experienced Account Executives	Content
<p>There may have been a time when the world moved at a slower and gentler pace, and when a sound reputation and technical expertise were enough to guarantee a steady flow of business.</p> <p>But skip the nostalgia, things have changed and client expectations have raised competition for business to previously unimagined levels. A proliferation of products and services makes it difficult for clients to distinguish one broker from another.</p> <p>All these changes mean that Account Executives have new responsibilities. They may still spend much of their time researching and implementing sophisticated solutions for their clients, but providing an excellent service or technical expertise is no longer enough. The selling skills of the person facing the potential client and their ability to show how their solution better meets the client's needs, now tend to be the main differentiators between apparently identical providers.</p> <p>This workshop has been designed to enable Account Executives to develop the necessary skills and techniques required by all people working in sales who are charged with business development targets.</p>	<ul style="list-style-type: none"> • Creating a framework for effective new business development • Writing a business development plan and staying on track • Making quality contacts – getting organised, company/product positioning, questioning/listening, selling the benefits, handling objections, voicemail strategy, positive approach, closing techniques • Meeting skills – preparation, objective/agenda setting, first impressions, building rapport, body language, assertiveness • Effective communication skills – questioning skills, funnel technique, positive/partnership language, using voice to influence • Gaining customer commitment, including handling difficult customers, delaying tactics, overcoming objections, giving bad news, saying “no” positively