



SALESMOOSE

GROW PEOPLE - GROW SALES

Advanced Sales Skills

Sun Tzu in Sales

12 weeks intensive live training & coaching program



- Strategic Deal & Opportunity Management
- Winning complex deals & tenders
- Advanced Negotiating skills
- Sales & Procurement Strategies

For who:

- Senior Sales & Key Account Managers
- Sr. Bid Managers & Deal Executives
- Client Executives & Strategic Account managers
- The program can start with a minimum of 5 participants per group
- Languages: ENG, DE, NL
- Budget: € 2000

By who:

SalesMoose has 11 experienced coaches with each more than 25 years of relevant experience in all sectors. This is how a thorough understanding of all sectors' unique challenges is ensured.

Program outline & objectives

- Learn to qualify and assess complex deals & opportunities by advanced methodologies and scorecards
- Learn the power of the No-Bid and how to adopt your winning opportunity or deal strategy
- Understand and apply the process and best practices for complex tenders (Public and Private)
- Learn to negotiate *as if your life depends on it*
- Obtain a deep and thorough understanding about buying processes and sourcing strategies
- Familiarize yourself with state-of-the-art methodologies and tools like Gold Sheets, Planning Tools and Deal Tactics
- By following this course, you will learn to master when to adopt and apply what best practice tool at your live opportunities under the supervision of our Sun Tzu in Sales Masters



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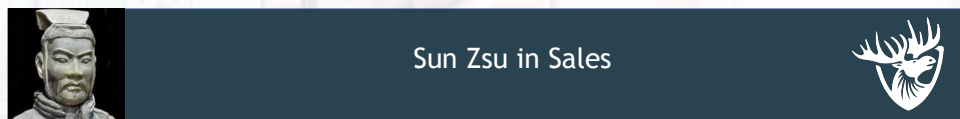
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1. Self Awareness: SalesStep

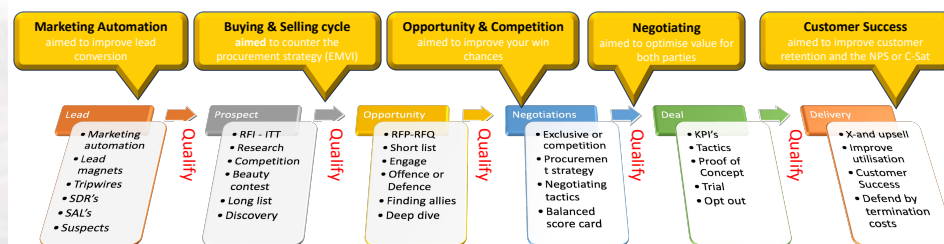
Where do you stand in your personal development to become a Master in Sales? By SalesStep online evaluation we will obtain detailed insights in your development potential and priorities.



2. Advanced Skills: Sales & Strategy



If you have different 'enemies' in each different phase, you need to adopt a different commercial strategy at each phase



Where are you in the sales process and who is your enemy? Qualification at each stage is crucial for the successful adoption of any strategy