

**FURTHER LEARNING AIDS FOR SUPER SELLING AND
CUSTOMER MARKETING SKILLS ONLINE COURSE**

module eight

STRATEGIC SALES GROWTH MANAGEMENT



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LESSON 1: HOW TO SCHEDULE APPOINTMENTS



Your goal when you reach out to a prospect for the first time is to schedule an appointment.

From this lesson, create a template to schedule an appointment with a prospect.

*Mr. Prospect, would _____
_____?*

It's important for salespeople to work with a list.

Create a plan of how your daily activities with prospects would be going forward.

DAY	LOCATION	TIME 1	TIME 2	TIME 3	TIME 4
MONDAY	VICTORIA ISLAND	9am Venuik Enterprise	11am Mr Boboola	1pm Mrs Cynthia	3pm REJI Bank
TUESDAY					
WEDNESDAY					
THURSDAY					
FRIDAY					

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LESSON 2: HOW TO HANDLE IMPATIENT PROSPECTS



From this video lesson, outline simple ways you would handle impatient prospects going forward.

- a. _____
- b. _____
- c. _____

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LESSON 3: TERRITORY MANAGEMENT AND CALL PLANNING



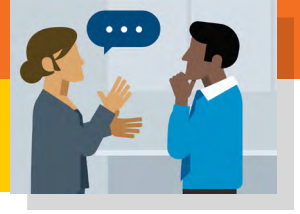
It's important for salespeople to work with a list.

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DAY	LOCATION \ TERRITORY	TIME 1	TIME 2	TIME 3	TIME 4
MONDAY					
TUESDAY					
WEDNESDAY					
THURSDAY					
FRIDAY					

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LESSON 4: EFFECTIVE RELATIONSHIP MANAGEMENT



Going forward, what should be YOUR focus when meeting existing clients to build effective relationships.

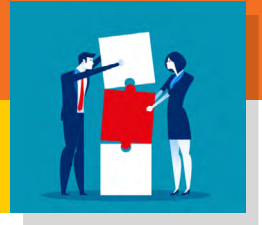
a. _____

b. _____

c. _____

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LESSON 5: CROSS SELLING & UPSELLING



Upselling your products to existing clients means _____
_____.

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Cross selling your products to existing clients means _____
_____.

TASK: Take 10 minutes to go through your existing client list and pick out those with cross-selling and upselling opportunities.

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LESSON 5: CROSS SELLING & UPSELLING (contd.)



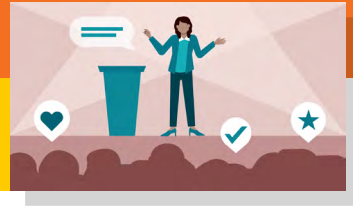
CLIENT	UPSELLING OPPORTUNITIES (PRODUCTS)	CROSS-SELLING OPPORTUNITIES (PRODUCTS)

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LESSON 6: SELLING FROM A PLATFORM (Presentation Skills)



Outline the steps to sell from a platform or to a large number of prospects.

a. _____

b. _____

c. _____

d. _____

e. _____

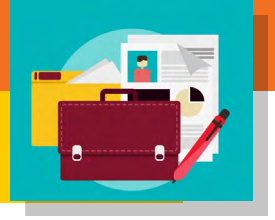
f. _____

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LESSON 7: PORTFOLIO MANAGEMENT



Always have a database of your clients.

If you don't have one, now is the time to do so!

TASK: Take time to sort your database based on:

1. Revenue
2. Based on the Pareto Principle (80/20 rule)
3. Based on top 20%
4. Based on location (After which territory management techniques can be applied as learned in previous lessons)

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