



Winning sales navigation

Help your team increase sales, improve close rates, reduce cycle times, and give management greater insight into the organization's pipeline.

Celeme Sales Endeavour™ saves sales professionals valuable time and resources by helping them think through strategic considerations, such as buyers and competition, so they choose only the most productive and profitable opportunities to pursue.



KEY THEMES

- Value selling
- Solution-based selling



TARGET GROUP

Employees involved in the sales process (sales representatives, sales managers, and sales support)



NUMBER OF PARTICIPANTS

10-25 per session, grouped in teams of 3-5 participants. One Celeme-certified facilitator for every 25 people.



MATERIALS

Board-based business simulation.



TIME

1-3 days.



What clients say

"I realize now that our previous sales training has been too focused on our offering. Celemi Sales Endeavour™ was different. The relationships part of the program truly appealed to me, and the simulation format worked really well."

– Vice President Marketing, International consulting firm

"The Sales Endeavour seminar showed us the importance of a structured and well-defined sales process. All participants left the session with a toolbox of approaches and methods that can be instantly used to increase sales precision. Thought-provoking and useful! "

– HR Manager, CNH (Fiat Group)



KEY CONCEPTS COVERED

Opportunity management
Key Account Management Sales
Process Alignment Client
Relationship Management Value
based selling

Use Celemi Sales Endeavour when you want to strengthen your sales professionals' ability to:

- Prioritize sales opportunities based on chance of success and value to the organization.
- Conduct sales calls – with a focus on addressing the customer's business needs and challenges.
- Ask effective and meaningful questions during sales calls.
- Build and sustain relationships with customers and prospects.
- Develop strategies and tactics for defeating the competition.
- Identify the key decision maker(s) in every sales situation.
- Apply effective closing techniques.
- Stay focused on well-defined plan to win the sale.