

PROAKTIV®

LICENCE TO SELL

BLENDED
LEARNING
SALES TRAINING

L2S

NEW

IN VARIOUS
TRAINING FORMATS



TÜV-certified
DIN ISO 29993:2017

L2S



Licence to Sell Blended Learning Sales Training

Successful salespeople react flexibly to customers' requests, recognise changes at an early stage and are proactive in their dealings. Lay the foundation for your success in sales – complete our sales training **Licence to Sell**.

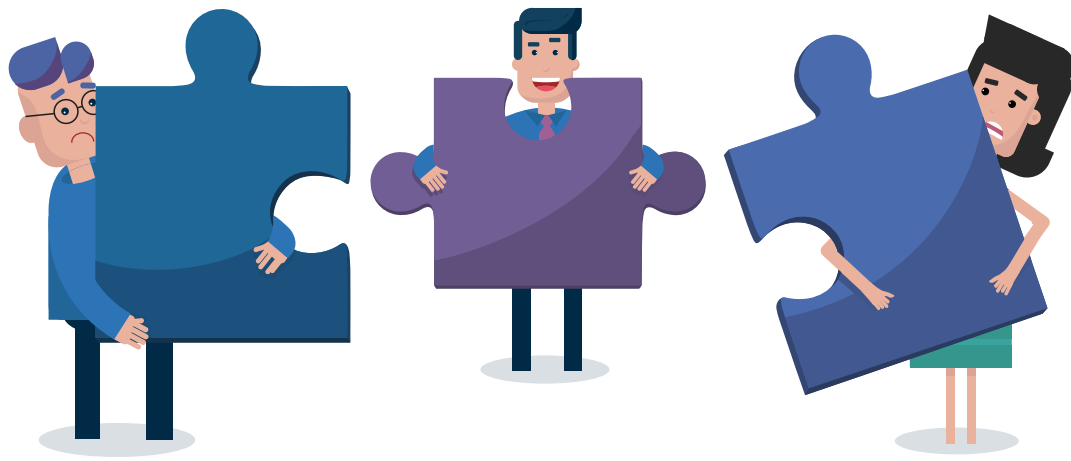
During the training programme that is certified by the German TÜV (Technical Inspection Agency), you learn how to make appointments professionally, end sales negotiations with a deal and expand your network of

customers. You develop your own personal selling style and become more confident in handling different kinds of situations in sales.






“**Licence to Sell** enabled me to recognise (using LIFO®) and use my own personal selling style. I was able to integrate the virtual one-to-one coaching sessions flexibly into my daily work. I am now able to assess certain situations better and have a better understanding of customers who, for instance, have a different strengths profile. Success set in right after the first day of training.

Phillippe Tiedemann
Manager Regional Sales Concardis, Eschborn

LICENCE TO SELL IN THREE FORMATS



Blended learning with 1:1 personal coaching sessions in three interactive training formats

| | Digital format | Mixed format | Face-to-face format |
|---|----------------|----------------|---------------------|
|  Face-to-face days | | 2 _x | 4 _x |
|  Interactive online modules | 5 _x | 5 _x | |
|  Personal online coaching sessions | 8 _x | 6 _x | |
|  On-the-job project | 1 _x | 1 _x | 1 _x |
|  Workbook / documentation | | | |

Learning aims Identical for all training formats



Personal selling style

Practise the most important principles and methods for selling successfully.

- Basic principles of sales success
- Create a LIFO® strengths profile and identify your preferred selling style
- Selling in a goal- and customer-oriented manner
- Recognise your own behaviour



Inspiring customers

- Finding new customers
- Initial contact and needs analysis
- Attaining customer satisfaction – using the Kano Model
- Coming to specific agreements



Strengthening customer loyalty

- Conducting confidential and constructive meetings with your customers
- Recognising and expanding customers' potential
- Dealing with objections professionally
- Taking a fresh look at existing customers and inspiring them

Target group

Licence to Sell is intended for all employees working in sales who want to use this well-founded training programme to achieve a long-term increase in their

sales and in turn secure the competitiveness of their company. Thanks to the intensive training in sales, course participants gain a marked improvement in their

sales competencies, through which they achieve even greater successes with their customers.

THE MIX OF METHODS



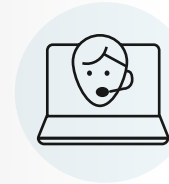
Intensive face-to-face training

Together, we lay the foundation for your sales success in face-to-face sessions where the contents of one session expand on what was learnt in the sessions before. You also use the LIFO® method to create your personal strengths profile and learn how to tell the various customers styles apart. While concentrating on the challenges you face in your daily work, you develop the best way of addressing your customers.



On-the-job practical project

You define your on-the-job project at the beginning of your course and work on it in your company during the whole of the training programme. This guarantees that the positive changes in your attitude and behaviour resulting from the course are implemented in your daily work straight-away.



Personal online coaching sessions

In the mixed and digital format, virtual one-to-one coaching sessions lasting 15 minutes take place between each of the modules. There, you practise your sales performance with your sales trainer in a video conference and talk about your own personal situation in sales during the coaching session. You book the appointments for your coaching sessions on our learning platform.



Interactive digital training

The mixed and digital format contain 5 modules with interactive learning units. A multitude of video sequences provides you with examples. Practical exercises, worksheets and checklists make it easy to apply what you have learnt in your daily work. Each module has a learning time of approx. 2 hours. After the start of the course, you have access to all learning units for one year.



Working through online content plus personal online coaching sessions



5 X Interactive online modules

8 X Personal online coaching sessions

On-the-job project

Interactive digital training

The digital training course consists of 5 interactive online modules that you can work through completely flexibly. You learn at your own speed when and where you like. You have access to all contents on the learning platform for one year.

Personal online coaching sessions

Using exercises that you prepare in advance, you practise your own particular sales situations with your coach in a video conference. Here, you incorporate your own personal sales situations into the coaching sessions and obtain valuable tips that you can implement immediately. It is

easy to book the appointments for the coaching sessions on our learning platform.

On-the-job project

You define your task for your on-the-job project at the end of the digital training programme. You discuss the outcome during the final coaching session with your coach. This ensures that you immediately implement the positive ideas and tips you gained during the training programme in your daily work.



CONTENTS ONLINE MODULES

Fundamentals of Successful Selling

- Fundamentals of Communication
- Effective Personal Presentation
- Personal Selling Style
- Yes to the Customer
- Techniques for Effective Conversations
- The Sales Funnel

Targeting and Contacting New Customers

- Knowing What Your Customer Expects
- Analysing Existing Customers
- Finding New Customers
- Sourcing and Using Information
- Yes to Contacting Leads
- The First Sales Call

Initial Contact and Needs Analysis

- Preparing for a Sales Meeting
- Initial Contact
- Starting The Conversation
- Needs Analysis: Purpose, SITUATION, GOAL, PATH

Presenting Benefits and Dealing with Objections

- Mirroring Needs
- Presenting Benefits
- Dealing with Objections and Positive Intervention

Closing the Sale Successfully

- Creating Offers and Making Specific Agreements
- Closing the Sale
- Dealing with Stalling
- Handling Price Pressure
- Communicating Negative Decisions
- Enforcing Price Increases

INVESTMENT

1,140.00 € net, this includes:

- 5 online modules, each containing learning units that last 2 hours
- 8 personal online coaching sessions, each lasting approx. 15 minutes
- On-the-job project

- Active support from your PROAKTIV coach for your on-the-job transfer tasks
 - your on-the-job project at the end of the course
 - Reminder mails at the end of each module
- Course documentation: compact summaries of the modules, numerous worksheets and checklists that you can download
- Course certificate
- Access to the learning platform for 1 year

START OF PROGRAMME

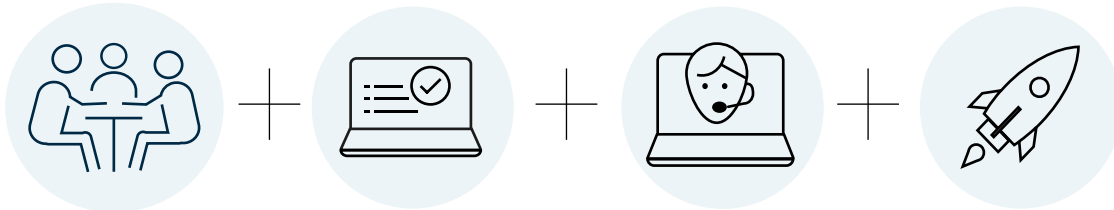
You can begin your digital training course at any time. After registration, you receive your credentials for our learning platform. It is easy to book your online coaching sessions on the platform. We discuss your own particular work situation during these sessions

Please click here to book your place:

BOOK HERE

Also available as customised in-house course

Working through online content plus supplementary face-to-face training



2 days of f2f X training

5 Interactive online X modules

6 Personal online coaching X sessions

On-the-job project

Active face-to-face training

In the 2 day-long modules of face-to-face training, we practise the insights you have gained from the online modules intensively. We also use the LIFO® method to create your individual strengths profile and you learn how to differentiate between the different types of customers so that you can address them in the best way possible.

Interactive digital training

The digital course consists of 5 modules with interactive learning units. A multitude of video sequences, practical exercises, worksheets and checklists make it easy for you to apply what you have learnt in your daily work. It takes approx. 2 hours to work through each module. You have access to the modules for 1 year from the start of your training programme.

Personal online coaching sessions

6 virtual personal coaching sessions take place between the modules, each lasting approx. 15 minutes. Here, you practise your sales performance with your sales trainer in a video conference and incorporate your own personal sales situations into the coaching sessions. You book your appointments for the coaching session on our learning platform.

On-the-job project

You define your on-the-job project at the beginning of your course and work on it in your company during the whole of the training programme. This guarantees that the positive changes in your attitude and behaviour resulting from the course are implemented in your daily work straightaway. You present the results of your project to the group on the second day of face-to-face training.



CONTENTS ONLINE MODULES

Module 1: Fundamentals of Successful Selling

Module 2: Targeting and Contacting New Customers

Module 3: Initial Contact and Needs Analysis

Module 4: Presenting Benefits and Dealing with Objectives

Module 5: Closing the Sale

CONTENTS FACE-TO-FACE SESSIONS

Consolidation Day 1

- Review of the online modules
- Sales funnel
- Kano Model
- LIFO® strengths evaluation
- Recognising trigger words in accordance with LIFO®
- Defining your on-the-job project

Consolidation Day 2

- Review of the online modules
- Initial contact in accordance with LIFO®
- Needs analysis, taking LIFO® into consideration
- Presentation of benefits in

accordance with LIFO®

- Dealing with customers' objections professionally
- Implementing deal accelerators in accordance with LIFO®
- Dealing with price pressure and stalling tactics
- "No" to the matter, "Yes" to the customer
- Meeting to discuss expectations

and checklists that you can download

- Reminder mails at the end of each module
- PROAKTIV note cards
- Course certificate

PREPARATION FOR THE PROGRAMME

As preparation for the face-to-face sessions, you complete Module 1 + 2 of the digital course and hold a personal coaching session with your sales trainer before the first day of face-to-face training. You receive your credentials for our learning platform 6 weeks before you first day of face-to-face training. You also book your appointments for the coaching sessions on the learning platform.

INVESTMENT

1,980.00 € net, this includes:

- 180.00 € conference package
- 2 days of face-to-face training (modular structure 1+1)
- 5 online modules, each containing learning units that last 2 hours
- 6 personal online coaching sessions, each lasting approx. 15 minutes
- On-the-job project
- Active support from your PROAKTIV coach for your on-the-job transfer tasks
- your on-the-job project at the end of the course
- LIFO® strengths profile 'Selling Styles'
- Workbook: compact summaries of each module, numerous worksheets

Registration for this course closes 6 weeks before the first day of face-to-face sessions.

Click here to book your place or see the overview of all dates.

DATES

03

FACE-TO-FACE FORMAT

Also available as customised in-house course

Working through online content plus supplementary face-to-face training



4 days of f2f training

Active face-to-face training

Your personal selling style takes centre stage during the four day-long sessions of face-to-face-training where the contents of one session expand on what you have learnt previously.

Using situations with customers that are of practical relevance to you, we practise basic attitudes and details that make an impression on others so that you can improve your personal and selling skills noticeably.

During the on-the-job phases between the days of face-to-face training, you implement your new insights in your daily work in sales immediately and can thus measure the results you achieve with them directly.

Each further day of face-to-face training ties up to the experiences you make and expands on them.



CONTENTS

Day 1

- Rules on giving feedback
- 3 principles for making an impression on others
- Kano Model
- Sales funnel
- Arranging appointments effectively

Day 2

- LIFO® strengths profile
- Recognising customers' styles
- Pitfalls for salespeople
- Avoiding pitfalls for salespeople
- Initial contact, taking LIFO® into consideration

Day 3

- Needs analysis, taking LIFO® into consideration
- Added value for customers as per LIFO®
- Presenting benefits as per LIFO®
- Dealing with customers' objections professionally

Day 4

- Following up on offers
- Setting targeted deal accelerators
- Dealing with price pressure
- Dealing with stalling tactics
- "No" to the matter, "Yes" to the customer
- Making a successful appearance as a team
- Dealing with boards professionally

INVESTMENT

2,200.00 € net, this includes:

- 360.00 € conference package
- 4 days of face-to-face training (modular structure 2 x 2 days)
- Active support from your PROAKTIV trainer
- LIFO® strengths profile 'Selling Styles'
- Course documentation
- PROAKTIV note cards and app
- PROAKTIV course book to accompany the programme
- Course certificate

PREPARATION FOR THE PROGRAMME

Four weeks before the start of the programme, you receive special documents as preparation for the course. You can prepare for the course in the best possible manner by answering the questions about your current situation as well as your personal goals and expectations.

We address your own particular situation at work during the course.

[Click here to book a place or see an overview of all dates.](#)

DATES

OUTSTANDING AWARD-WINNING QUALITY

TÜV-certified programme

DIN ISO 29990:2017

In addition to PROAKTIV's management certification, all other training courses and coaching offers are also TÜV-certified – in every format.

Every year TÜV Süd (German Technical Inspection Agency) reviews the didactical concept, structure of the contents, implementation of resources, documentation and evaluation in a two-day audit.

The certification service ISO 29993 ensures that internationally recognised quality standards are adhered to within the company. In addition, it optimises in-company processes and thus increases the efficiency of the whole service. It offers support when planning, delivering and evaluating existing and new offerings, thus establishing a uniform standard.

Furthermore, PROAKTIV won the eLearning Award 2019 in the category Sales Training. This prize is awarded by the eLearning Journal every year for success e-learning projects.

Why PROAKTIV

PERSONAL

Tailored contents and formats in blended and face-to-face training with individual coaching for your success

EFFECTIVE

Verifiable and long-term behavioural changes through personal coaching and PROAKTIV practical training on the job.

INSPIRING

Interactive and cutting-edge training and coaching methods and formats depending on interests, learning profile and availability

98%
RECOMMENDATION
RATE



You have the choice – open courses or in-house?

Use PROAKTIV's Licence to Sell to enhance your staff's selling skills.

Choose between an open course and an in-house programme, depending on the number of participants. Depending on your requirements, you can choose between a digital course that provides complete flexibility, a mixed and face-to-face course. You can find further information about the different formats on pages 08 to 13.

If you choose an open course, you profit from the experiences shared by participants from different sectors during the face-to-face sessions. We deliver the open courses at various locations in Germany, Austria and Switzerland. You can find the current course dates at proaktiv-management.de in the category Sales Training.

For in-house training programmes, we align the topics we focus on in accordance with your company's needs. We would be pleased to

provide you with a personalised offer and look forward to receiving your call on **0049 (0) 221/ 4 85 38 38.**

Use the various components to put together your own Licence to Sell training programme together – in accordance with your needs and tailored to the requirements of your company and your sector.

We will gladly advise you about your choice of topics and formats and design a customised programme for you.

PROAKTIV® Management AG

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