

## Asking for Business

### Overview

**Duration: Half Day**

People that work in a sales environment and are required to manage accounts and gain business directly with customers would benefit from this training course. It can be used as a stand-alone training course or as part of a modular program.

### Description

This course covers the following topics:

- **Setting the Scene** – Establishing the four ways a business can hope to grow and be successful.
- **Developing Opportunities** – Demonstrating the danger of becoming too comfortable with our customers and allowing this to restrict the amount of business we develop.
- **Cross-selling – A simple trick, so often missed** – Appreciating the opportunities we have to develop sales through our existing customer base.
- **The Magic Matrix** – A tool for identifying gaps in our sales approach.
- **Referrals** – Developing ideas on asking for referrals and overcoming issues and concerns that may arise
- **Developing Opportunities Exercise** – Setting out a game plan to take advantage of identified opportunities and a commitment to action.

### Who Should Attend?

Anyone who works in sales, and wants to learn how to:

- Explain the four ways a business can grow sales
- Demonstrate what happens when you gain growth in these key areas
- Use a tool which provides them with an in-depth understanding of the customers they have cross-sold to and, more importantly, those they have not
- Explain the positive effects of gaining referrals from their customers
- Follow a set plan to exploit the opportunities identified