



# WAY OF THE GUERRILLA SALES WORKSHOP

### What kind of business are you in? How do you bring money on the table?

Remember, regardless of your business, high turnover and sales revenue is the lifeline to your business success. Cash flow to your business is like blood circulation in your body! Any business is about generating new clients and keeping old ones.

The WayOfTheGuerrilla sales training is to help unlock your business to sell more with proven strategies to get new customers on a shoe string budget. This training will accelerate your ability to target your ideal clients online and offline, reach a larger audience and sell more

### Niche Yourself

The more niche you are the more profitable you will become. Your sales team will learn about how to stand out and focus your niche, to increase your profits.

### What you will learn

Dynamic training workshop that will demonstrate how you can:

- i. Learn low-cost, creative sales tactics that generates leads
- ii. Compete with larger competitors with deeper pockets and sell more

- iii. Capture the attention of new and repeat customers for repeat clients
- iv. Build and maintain profitable relationships that bring money on the table

### What you will get?

- i. 50 Guerilla Sales weapons worth USD1000
- ii. Marketing and sales plan template for consistent follow up and pipeline
- iii. Interaction with top Digital strategy experts

### Who should attend?

Our Sales Training Course is suited to sales professionals of all levels. Whether you are a seasoned sales executive, or someone who would like to move into a sales role, you will take away versatile, relevant skills that you can begin to use immediately. There are plenty of opportunities to engage in both theoretical sales learning and practical discussion and role play during this 2 day workshop.

This training also applies for Business owners, Team leaders, Managers, supervisors and Account managers.

Visit

[exec.summitcl.com/events/wayoftheguerrillasales](http://exec.summitcl.com/events/wayoftheguerrillasales)

.to register on-line

### Module 1: Understanding Your Role

- i. Characteristics of a successful sales professional
- ii. Attitudes and empowering beliefs
- iii. Identifying barriers to performance
- iv. The 7 Step Sales Process
- v. How to transform your sales team to close sales quickly and meet targets.

### Module 2: Planning and Preparation

- i. Developing a Guerrilla sales strategy
- ii. Prospecting and developing new business
- iii. Making appointments by telephone
- iv. Defining call objectives
- v. 50 WayofTheGuerrilla sales weapons that generate leads

### Module 3: Initiating the Sale

- i. Building your credibility
- ii. How to create confidence and trust

### Module 4: Pitching and Closing

- i. Opening the call and pitch
- ii. Setting the scene
- iii. Communication and influencing skills
- iv. Establishing customer needs
- v. Closing the sale

### Module 5: Troubleshooting

- i. Handling objections
- ii. Presenting your solution
- iii. Time management



### Module 6: Maintaining Relationships

- i. Digital Marketing strategies. Make money
- ii. After-sales service
- iii. Territory management

Plus lots of resources to take your marketing to the next level – free sales letter templates, sample guerrilla marketing tools and free guerilla marketing handbook. You will improve your success! And lots of surprises.

**When:** Every Third Wednesday & Thursday of the month (8:00am-4:00pm)

**Where:** Institute of Forensics and ICT Security located on 4th Floor Ntinda Complex, Block B, Plot 33, Ntinda Road (Opp. St. Luke Church)

**Fee:** USD350 per person inclusive of refreshments

***This training is also available to your staff in-house customized to your business or organization, Contact us to schedule training at your office.***

To **book**, fill the **attached booking form** and **email** to **ecommerce@summitcl.com**. You can also **apply online** via this link: **www.summitcl.com/wayoftheguerrillasales**. For more information contact **Ojilong Ronald** #SummitMEDIA manager on +256776070487 / +256414231136.