

ASA Africa! HPS™

High Performance Selling for Marketers.

Target Group:

Experienced sales & product managers, marketers, sales staff and agents who have already mastered the basic sales training (ASA Africa! PODAC-F™) and want to move to a higher level of product solution selling and value adding practices with customers.

Course Duration:

2 days from 09h00 to 17h00 at Leriba Hotel, Centurion or in-house at the client.

Training Course Objective:

To empower trainees with the necessary skills to optimize their performance where the training focuses on planning, managing key accounts, managing customer relationships, social styles and personality, value adding and developing a sales strategy!

Methodology: Lectures, group discussions, individual tasks, role-plays & case studies.

Course Overview:

1. Solutions and Value-Added Selling
2. Key Account Management Process
3. CRM – Relationship Management
4. Social Style and Personality
5. Social Media and Technology
6. Sales Strategy and Practice
7. Time, Activity and Territory Management



Cost:

R5698.86 includes 14% VAT, lunches, refreshments, training manual & certificate.

Courses can be conducted in-house anywhere in Africa, depending on the client's needs and the number of learners. The ASA Africa! HPS™ course is part of a career path and curriculum that was specifically developed for the Agri Trade Industry.

Call ASA Africa! today:

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