

ASA Africa! PODAC-F™

Solution Selling Process Training.

Target Group:

All agriculture trade sales managers, sales employees and sales agents.

Course Duration:

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

Training Course Objective:

After the PODAC-F™ course, each learner will be able to use the necessary skills to correctly implement the solution selling process with each client.

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

Course Overview:

1. Introduction to selling in the agricultural sector
2. Product Features, Advantages and Benefits
3. Define your product solutions and differentiation
4. Client call planning and preparation
5. Sales call objective, agenda and structure
6. Ask the Right Client Driven Questions (SPIN)
7. Establishing customer needs
8. Handling objections and closing techniques/methods
9. Sales planning and management of selling activities.
10. Prospecting and cold calling with new customers
11. Clients' behavioral styles (DISC)
12. Sales strategy and market segmentation



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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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