

tradescape 2.0

Effective Customer Contact | Selling Skills

Trade Intelligence is South Africa's leading source of FMCG retail* business research. Through the **Ti School of Retail** curriculum, we share our insights and expertise to build the capability of individuals, teams and companies in order to:

- Optimise trading partner collaboration
- Improve industry understanding and efficiency
- Maximise ROI on trade spend

tradescape 2.0 | Effective Customer Contact – Selling Skills is an interactive and practical workshop offering the insights and skills required to improve your selling skills.



Programme Objectives

- To give delegates a clear view of what effective strategic customer contact involves
- To demonstrate the Selling Skills required for effective customer contact
- Role Plays - To give delegates a chance to practice the skills learnt Role plays

Learning Outcomes

- An understanding of the skills required for effective customer contact
 - How customer contact has evolved
- Skills required for an effective sales meeting
- Gain confidence to make 'the perfect call'
- Interface more effectively with customers
- Improve long term relationships with customers

Who should attend?

- Sales teams (Regional and Field managers)
- New Key Account Managers

Programme Overview

What can delegates expect?

Role and purpose of effective customer contact

- An introduction to key account management and its role in the FMCG market – how have things changed
- An outline of the typical roles and responsibilities of customer facing people

Selling skills required for effective sales

Role plays – putting skills into practice

Duration and Facilitation

- 1 Full day in workroom - Part 2 of Effective Customer Contact
- Retail Analyst facilitated
- 6 to 12 people per group due to role plays

Delegate Feedback

"Content was informative to improve effective execution in trade"

Regional Sales Manager

"My best was needs based selling skills."

Regional Sales Manager

"Loved the role play."

Regional Sales Manager



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