

MyStory™: Achieving Sales Excellence

CEGOS SWISS. ONE ESSENTIAL AT A TIME.



What's in it for you?

In a competitive market, achieving sales excellence is essential for sustaining growth and gaining a strategic edge.

This learning journey is designed to help sales professionals transform their approach to selling, harnessing proven strategies and innovative techniques to drive performance, enhance customer relationships, and ultimately, exceed sales targets.

It's about crafting a compelling sales story that resonates with clients and delivers measurable results.

Who should attend?

Sales Professionals.

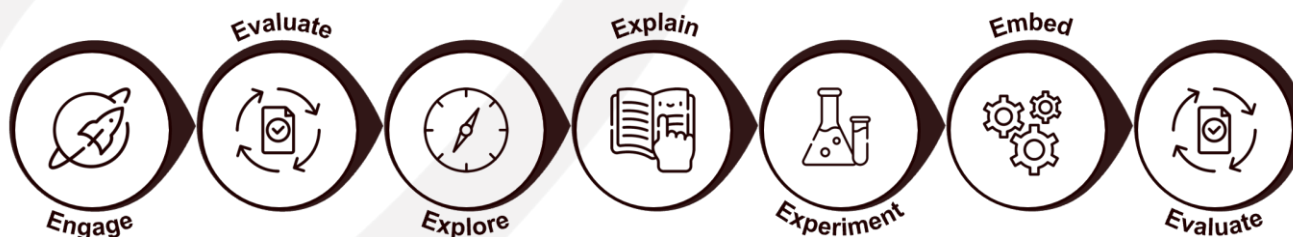
Sales Leaders.

Good to know:



Cegos Learning Framework

We apply our holistic and dynamic Learning Framework to build learning journeys that deliver more than just awareness of competencies and skills.



Every journey engages the learners beyond knowledge, learning step by step, to explore, experiment and embed their learning, transforming skills into performance.

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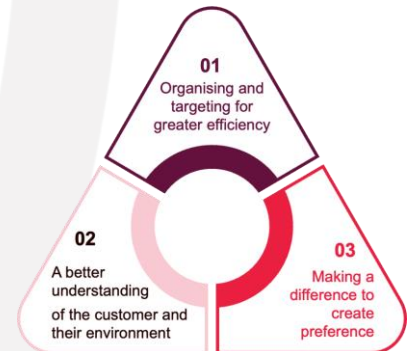
By completing this learning journey, they will:

- Master Sales Strategies: Learn advanced techniques and methodologies that top performers use to close deals effectively
- Enhance Customer Relationships: Develop skills to build trust, understand customer needs deeply, and create personalized solutions that resonate.
- Utilize Data-Driven Insights: Harness the power of analytics and CRM tools to gain actionable insights, optimize sales strategies, and forecast more accurately.
- Cultivate a High-Performance Mindset: Adopt a growth-oriented mindset, embracing continuous learning and resilience to overcome challenges and seize opportunities.
- Implement Best Practices: Apply best practices in sales management, negotiation, and team leadership to boost your team's performance and morale.

#MAKINGADIFFERENCE

A proven model:

The 3 key areas



Digital learning:

- [Organising and targeting to increase efficiency](#)
- [Understanding the sales environment and the client](#)
- [Differentiating to create preference](#)

Delivery modes:



Blended learning accessible in our [LearningHub](#).



Can be delivered **in-person and/or virtually** as most appropriate to you and your learners.

Duration: 28h total learning



12 hours of instructor-led learning.



16 hours of self-directed and on-the-job learning.

REF: ASE

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“Sales Excellence starts with the right mindset.”

#TIL