



Effective Sales Communication

Rethink how you communicate to win business.

Summary:

Today, a bounty of options exist for products and services. Your ticket to success is to become an effective communicator by navigating discussions, reading the room and creating interactions that produce positive momentum - skills most salespeople are never taught. Effective communication is a game-changer.

Topics to be covered:

- Understanding the prospect.
- Tools to deploy that generate the best response & control over opportunities.
- Strategy of word selection.
- How to handle challenging situations:
 - Contact goes silent.
 - Taking conversations off email and to a phone call.
 - Asking for a meeting (when previous requests have been ignored).
 - Getting clarity on deal likelihood.

What you will learn:

You will learn how to increase engagement with prospects and customers and ultimately win business by what you say, how to say it, and when to say it.

Prerequisites:

- You're a quota carrying Account Executive, Account Manager, Sales Leader, or Business Owner selling B2B.
- Your solution is either a simple sale or complex sale with a strong market fit.
- Have a deal you're challenged with? Bring it to class. (optional)

NOTE: this course will not address cold calling or lead generation. The focus is on opportunities that are considered new business, upsell or renewal.

About your presenter:

Amy Little is an Enterprise Sales Executive with over 25 years of experience in technology. Much of her career has been focused on the healthcare and life sciences space. She recently exited her latest employer Quid, where she led the Healthcare Division, to start Third Language with a simple mission. Help salespeople elevate their communication skills. It's a foundational program for navigating the dynamics involved in sales opportunities. She coaches the strategy and tactics of how to read opportunities, understand forces at play, and close deals.

Vitals

Cost:	\$30 (\$20 CDC members)	Difficulty:	Intermediate
Class start time:	9:00am	Computer:	Required
Class length:	2 hours (1 part)	Scholarships:	Available
Class size:	15 persons		

Location: 4 Conroy Street, Suite A, Charleston, SC 29403 **Parking:** Charleston Tech Center garage