

Cortech Developments



Cortech Developments Sales Enablement Training

Our Sales Enablement Training Course has been designed to assist our Technical Partners with the content, skills, knowledge, coaching, and tools they need to effectively sell not only Datalog, but any other product or service. Thus, ensuring that they are aware of which concept to use at each stage of the buying process.

Delegates will get to learn more about themselves as well as sales best practices, focusing on important strategy points, methodologies and how best to prepare for customer engagement.

Sales methodology will be discussed, together with topics to help you to become more aware of buyer psychology to help understand your customer and their requirements.

You will get to learn about pre-call planning, presentation best practices and how to overcome objections and get it right first time more of the time.

This course is facilitated online using a unique fully interactive approach with full delegate participation.



ENDORSED TRAINING PROVIDER

Institute of Sales
Professionals

CPD
CERTIFIED
The CPD Certification
Service

Cortech Developments



Why?

Endorsed by professional bodies (ISP and CPD Certification Service) delegates can be assured that Cortech's Sales Enablement Training:

- Adheres to nationally recognised professional standards and the ISP Competency Framework
- Has been designed and will be delivered to a high standard and quality criteria
- Has been quality assured and externally assessed by professional bodies

Learning Objectives

The course itself is split into three bitesize modules, (foundation, intermediate and advanced) and for the time being will be delivered to attendees virtually.

Each module of the course will be delivered on different days to best fit with your working practices and will last around half a day, where delegates will learn the techniques to help with:

1. Building your brand
2. Improving your message
3. Increasing customer retention
4. Better managing of expectations
5. Creating additional revenue streams.



Foundation Course (Associate)

Start with the basics and understand more about the concepts unpinning technology convergence.



Intermediate Course (Professional)

Enable your team with a functional sales process, and you can make sales excellence the new normal — today, tomorrow and into the future.



Advance Course (Expert)

Learn to put what you have already covered into practice, understanding more about software deployment and the correct questions to ask your customers.

How Do I Book?

The Cortech Developments Sales Enablement Training is currently open to all Gold and Platinum members of our Technical Partner Programme. These training courses are an excellent opportunity for you to update your knowledge, while connecting with your peers.

If you would like more information or to secure your place on our next course, then please either contact your Account Manager, email sales@cortech.co.uk or alternatively call 01925 750 600 and we will be happy to arrange.