

# SALES EXCELLENCE COURSE

Evolve or become Extinct!

## Brief Description:

The landscape of the successful Sales person and team has drastically changed. The theory of selling techniques and strict scientific selling is not enough. The sales executive needs to become a challenger and a strategic partner to ensure sustainable results. Mere talent in sales is not enough. The secrets of top salespeople include the fact that they are better at managing themselves and the environment they sell in, they master the self-management skills of goal setting, probability thinking, smart negotiations and invisible salesmanship. Mastering typical Coaching techniques & questions in the sales process ensures that edge in sales.

This dynamic & outcomes based and results-focused course is presented over 2 days. The KimCoach Academy is membered with the IAC and COMENSA.

This course strikes a balance between self-development of the Sales executive and acquiring sustainable selling skills for today's business landscape. The difference between Scientific and Personal selling is evident, and both areas need to be balanced and focused on obtaining outcomes. Personal branding & Marketing form vital modules of this program.

## Learning Outcomes:

- Acquire the skill of Self-awareness & Emotional intelligence in professional selling
- Understand the difference and balance between Scientific selling and personal selling
- Mastery of self-management and goal setting
- Applying brilliant NLP techniques in Sales
- Inter-personal relations in selling
- Recognise and understand the new landscape of selling to an informed client
- Think strategically with the focus on The New client's mind and profile
- Smart negotiation, and being a challenger in the client-relationship
- Personal brand development
- Marketing techniques for the Sales executive



# KimCoach

NEURO-COACHING ACADEMY

Proven Life & Business growth

## Course Content:

### The Program structure:

- Personality & Sales profiling included
- Personal vs. Scientific selling
- Self-development for the Sales Executive (Neuroscience in Sales)
- Emotional Intelligence & Life skills for the Sales Executive
- Limiting beliefs that influence optimal performance and achievement
- Strategic aspects of the new business landscape and profile client
- Dynamic Coaching techniques & questions for the Sales Executive – giving you the edge
- Personal brand development
- Marketing techniques
- The F-word (Focus)

## Entry Requirements:

- Basic reading & writing skills

## Who should attend:

- Current and future sales executives
- Company owners and managers
- Sales teams

## Delivery Mode:

- Contact & Demonstration

## Contact Days:

- 2

## Your course facilitator:



**Kim Ikel**  
Master Coach  
BA(Ed) UP  
NLP Practitioner  
Neuroscience & Coaching (CE at UP)  
Professional Facilitator  
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## Contact:

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