

Amaro Araujo Sales Coaching Program

What do you get from my Sales Program, in a nutshell:

1. The complete program is comprised by five modules. Each module addresses a specific topic/area and contains between five and seven chapters. Those chapters are step stones with clear explanations and support material and the module is the milestone of the program.
2. Business cases, study cases, Practice tests – all with separate recommended answers - to help you practice the learnings at your own pace.
3. Templates, forms and best practice examples that you can download and adapt
4. Free lifetime access to my online courses/video lessons that are the same material here presented, but lively throughout explained.
5. A set of Frequently Asked Questions/answers, raised by other clients, that eventually can help you tackle your own questions
6. A pen drive with all the modules and support documents. All the Sales Program material in one small device, so you can access it anyplace, anytime, anywhere.

The Modules

Module 1

Title: Sales Rep main skills (6 Chapters)

Description: The skills and traits of a modern sales executive. How to prepare, negotiate and close sales with confidence

Main Learnings:

- How do I become a top sales rep?
- The relevance of your appearance/image as a sales rep.
- The role of empathy as a central pillar in sales negotiations
- Selling by building relations and focus on the long term.
- How persuasion can help you along the way in the sales process
- The knowledge you need to have as a sales professional
- The Negotiation skills to ensure you don't leave money on the table

Module 2:

Title: How to sell value instead of price (5 Chapters)

Description: Skills and best practices to move away from price discussions to value creation.

Main Learnings:

- How to move away from a simple "vendor" to a position of strategic supplier.
- How to use value as the main focus of sales discussions
- How to find your customers real needs
- Learn how you can leverage your margins
- Differentiate from competition

Module 3:

Title: Understanding the modern buyer (6 Chapters)

Description: The types of modern buyers, main drivers, tools. The skills and how sales executives can respond and be equipped to face these challenging buyers.

Main Learnings:

- Knowing who they are, how they work, what tools and systems they use.
- Find the processes, tools, and insights that will equip you properly and give you confidence to face such a difficult negotiation or purchaser.
- Understand who, what and how the modern buyers approach the purchasing role and objectives
- Know the Modern buyers main drivers, fears or weakest points
- Anticipate objections and be ready to overcome deadlock negotiations
- Know the buyer main tricks and pressure tactics

Module 4:

Title: Negotiation Masterclass (7 Chapters)

Description: Don't give away in negotiations. Trade, exchange, and improve your margins. Negotiation is a tradeoff, not a giveaway.

Main Learnings:

- The fundamentals of Negotiation, as a professional but also in your private life
- Knowing the negotiation background and understanding what is at stake each step of the way will empower you to reach your objectives.
- Become well aware of the steps of a negotiation and how to go through it confidently:
 - Preparation and planning
 - Dialogue
 - Making an offer / Proposal
 - Closing the deal
 - Confirming, implementing, and reviewing the deal

- Get some tools you can use to give you a stronger position and planning.

Module 5:

Title: KAM- Key Account Management made simple (6 Chapters)

Description: All you need to know about KAM (Key Account Management), the process, who, what and why. The comparison towards standard sales process.

Main Learnings:

- KAM- Key Account Management is not a monster. Demystifying it.
- The background and fundamentals such:
 - What is KAM (Key Account Management)
 - Why/when/how should I implement KAM (Key Account Management)
- What are the implications and benefits of implementing KAM (Key Account Management)
- What resources do I need to do it successfully
- The steps and different stages of KAM (Key Account Management)
- The portfolio classification and distinction
- The main differences between a traditional sales team and KAM (Key Account Management) approach