



Ciar Africa Sales Academy

Relationship Marketing

Program Duration: 2 Days

Participants will learn how to build and maintain better relationships with customers. Recommended for those who are/ will be involved in developing relationship marketing plans and customer retention initiatives.

Core Interactive Skills

Program Duration: 2 Days

Participants will learn to develop accurate self-perception, wide behavioral repertoire, and, flexibility and judgment; core characteristics to build sales performance.

Powerful Sales Proposals and Presentations

Program Duration: 3 Days

This course helps you to make more persuasive and memorable presentations using models developed through SPIN and SIEVE techniques.

Negotiation Skills

Program Duration: 2 Days

Designed for people from sales or procurement, or any other part of an organization who regularly negotiate small range of issues and do so frequently with another party in one-on-one conversations.

Consultative Skills

Program Duration: 2 Days

This course focuses on the 80/20 rule (20% of your customers produce 80% of your sales) and on client needs with more niche product extensions that fit the needs of the various customers.

Account Strategy

Product Duration: 3 Days

Participants will learn to develop strategic management techniques that are vital for customer retention, improved sales, higher profits and stronger business relationships. Recommended for sales managers, account managers, sales executives and any other specialist tasked with management of long cycle sales. *Prerequisite: SPIN Selling Skills.*



Social Influencing

Program Duration: 2 Days

This course looks at the critical role of persuasion and social influence processes used to convey messages and their impact on audiences. Recommended for those in corporate entertainment, marketing or sales where social contact is valuable in B2B sales.

Coaching

Program Duration: 2 Days

This program is designed to help managers understand the reasonable demands that a coaching culture will create and to develop the skills required to meet these demands.

Sales Force Management

Program Duration: 3 Days

An integrative program that will equip new sales managers with in-depth knowledge and competencies to manage a sales force in today's complex business environment.

Sales Leadership Master Class

Program Duration: 2 Days

The course focuses on developing the knowledge, skills and strategies necessary to transform a sales team into a dynamic productive force. The sales manager role is proven successful when the individual is able to develop a highly skilled and productive sales force.

Contact us for more information:

Tel: +254 (0) 751 670 798 or +254 (0) 701 696 824

Email: info@ciar.co.ke.