

SELLING PROFESSIONAL SERVICES IN ENGLISH

Group sessions or one to one coaching

Benefits of this programme

Improve sales performance for customer facing teams in an Anglo-Saxon environment

Master specific vocabulary and expressions required in the sales process

Understand and embrace cultural differences when selling worldwide

Win additional international bids

Target: Executives and sales professionals involved in selling services in an English speaking environment

Prerequisite: Minimum B2 level

Course Content

Introduction Agree on the objectives and content of the session based on typical stages/situations in the selling process, such as:

- Introduction to a 7-stage sales cycle
- “Know your customer” mapping of the client organisation / creation of a key contact calling programme
- Developing a successful pitch
- Approaching stakeholders in the selling process (phone, mail, social network, ...)
- Preparing and handling calls/meetings
- Preparing offers/proposals
- Delivering formal sales presentations
- Negotiation, handling objections, closing and follow-up
- Building your network through social media, example Linked-In

For each selected stage of the process/situation

- Introduction to critical vocabulary, expression and cultural differences
- Exercises and role play to have opportunities to practice English skills, both verbal and written
- Feedback from trainers and peers



Summary and of what has been achieved and areas for development based on:

- Feedback from trainer and peers
- Self-assessment

Creation of a personalised action plan including:

- Areas for improvement
- Timeline

The trainer: Anna

After a long and straight line career with Citibank in Paris in a number of managerial and sales head roles, and specifically Managing Director and Client Management with an international Financial Institutions client base, Anna is now a certified CIC (Centre International du Coach) Professional Coach, in addition to certification for TEFL (Teaching English as a Foreign Language) and Business English with the TEFL Academy. Anna offers coaching, in both French and English, with a specific focus on consulting, advice and support in Business English.