

# Efficient Sales Organization 3.0

7 hours – Classroom

Workshop fees: 23,000 MUR (HRDC refundable)

## The workshop

Targeted towards the CEOs, GMs and Sales Leaders, this workshop helps you craft your sales strategy. You will acquire modern lead-generation, prospecting, sales conversion, and sales organisations skills and techniques.

The **learning objectives** of this workshop are:

- Understand how sales-focused organizations are shaped
- Apply best practices and tools for lead generation
- Use the right tools for boosting engagement
- Understand EQ and its importance in sales
- Build the resilience of your sales team members

## Who is this for?

Best adapted for CEOs, Heads of Sales, Head of Marketing, Head of Business Development, or those with significant experience in the sales or marketing fields.

## Our approach

- Workshop to develop technical, digital, and soft skills
- Demos and hands-on
- Group sharing and discussions

## Workshop

Day	Module	Learning outcome	Time
One	Introduction		16:00 to 16:15
	Commercial organizations	The classic organization	16:15 to 17:15
		The different players in outbound customer acquisition	
		Workshop - roundtable on the different workshops	
		Example of a 3.0 organization of a team of 10 sales representatives	
		Example of a 3.0 organization of a team of 100 sales representatives	
	Overview of business performance indicators		
	Lead generation best practices and tools	The jargon of customer acquisition 3.0	17:15 to 18:15
		Identify LinkedIn compatible KPIs	
		The tools to build a database of (a lot of) data	
Workshop - create a file of 500 contacts for your company			
Resilience for sales professionals	Understand what resilience is	18:15 to 19:15	
	Managing uncertainty, emotional agility and emotional resilience		
	Learn why it is important to be resilient in sales		
Wrap-Up			19:15 to 19:30
Summary of previous day and introduction of day two			16:00 to 16:15
Two	Good practices and tools for engagement	Growth hacking tools to industrialize the sending of your emails	16:15 to 17:15
		Write impactful emails	
		Examples of implementation	
		Prospecting tools and approaches on LinkedIn	
		Implementing a multi-channel approach	
	Multi-channel engagement tools		
	Acquisition techniques	Example of a B2B SaaS product for HR	17:15 to 18:15
Emotional intelligence	Understanding EI and the importance of self-awareness, motivation, empathy, self-regulation.	18:15 to 19:15	
	Understand how your emotions alter under stress		
	How emotions impact clients and sales actions		
Multi-channel approach	Putting a multi-channel approach into practice	19:15 to 19:30	
	Workshop - reflection on an acquisition approach combining social networks, emails and the phone of your company		