

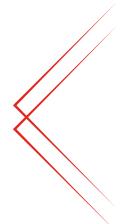
## MAXIMISE YOUR COMMERCIAL POTENTIAL:

# ADVANCED SALES TECHNIQUES

Develop your sales skills to conquer your markets and maximise your sales.

#### ON THE AGENDA:

- Understanding the fundamentals of an effective sales strategy: Identify the key levers that link corporate strategy to sales and development objectives.
- Analysing the market and identifying opportunities: Learn how to decipher your competitive environment to better position your offering and anticipate changes.
- > Set ambitious and realistic sales targets: Develop clear, quantified action plans that are aligned with your company's resources and priorities.
- Master sales techniques to maximise impact: Strengthen your skills to convince prospects, retain customers and generate more value.
- Measure results and adjust sales actions: Implement precise indicators to track performance, analyse discrepancies and continuously optimise.
- Personal development in sales: Improve your communication, negotiation and time management skills to excel in the field of sales.



INTERACTIVE TRAINING





INNOVATIVE



**HUMAN-CENTRED** 



## Prepare, practise and progress with our innovative tools and human-centred approach!

- Online preparation: Access our Shareforce Academy platform for videos, a detailed programme and interactive modules designed to meet your individual needs.
- Flexible programme: Choose a one-day or multi-day training course, with collaborative workshops and case studies that promote interactive and human-centred learning.
- Proactive approach: Learn key concepts before each session to maximise your impact, with personalised support.
- Personalised follow-up: Benefit from interactive tools and ongoing support to deepen your knowledge between sessions, with a focus on your personal development.

## Artificial intelligence to help you progress

Throughout the training programme, we will also use artificial intelligence as a cross-functional tool to enrich analysis, compare data, generate ideas and facilitate decision-making. You will learn the basics of how to use AI and explore how it can be a concrete lever for increasing the effectiveness and relevance of your professional actions.



Develop your sales skills to boost your results and become a key player in the success of your company!

