

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

INTERACTIVE



PERSONALISED



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!**