

# ONLINE



COMPREHENSIVE INTERACTIVE TRAINING

## CONSULTATIVE SALES PROGRAM

**We perfect the skills and techniques for consultative selling in order to create bonds and lasting business relationships.**



# Our reason for being:

## ICAMI Training and Development Center Management.

### Comprehensive interactive online training is achieved through:

- ▷ The continuous contribution of knowledge, skills and experiences of the participant in the sessions.
- ▷ The focus on the development of competencies and good habits in the participants with the help and continuous advice from the Program Director and the Professors.
- ▷ The collaborative work of the participant in the team and in the plenary session for the resolution of real and current cases..
- ▷ The exchange of experiences with session partners.
- ▷ The realization of exercises and dynamics focused on action-oriented exercises and dynamics in the participative conferences.

Founded more than 50 years ago with the purpose of to train middle management (Managers, Chiefs and Supervisors), as well as leaders of small and medium sized companies.

Our objective is that middle management, through their solid operational experience and with our programs, become the leaders who make strategies a reality in the organizations, taking on the challenge of leading the work teams towards the goals set by the General Management.

The ethical and formative content is fundamental in all our programs.

**Working hand in hand with companies, our programs strengthen management competencies; according to the profile and needs of our clients.**

# TOPICS

## Full Online Program

13 workshops | 26 sessions | 64 hours

Situation analysis and diagnosis of needs in times of crisis. ....	4 hrs
Innovation and creativity for online selling, paradigm shift in consultative selling.....	4 hrs
Sales competencies: What are they and how to develop them?.....	4 hrs
Mental models and personal perspectives.....	4 hrs
The online consultative selling cycle.....	2 hrs
Interpersonal communication: active listening and assertiveness.....	2 hrs
Self-diagnosis of relational intelligence.....	2 hrs
Emotional intelligence and frustration management.....	2 hrs
Customer knowledge and prospecting principles.....	4 hrs
Networking: principles and online tools.....	4 hrs
Sales communication matrix.....	4 hrs
The trust equation in consultative selling.....	4 hrs
Consolidation of needs and scope delimitation.....	2 hrs
Self-diagnosis of negotiation style.....	2 hrs
Principled negotiation.....	2 hrs
Portfolio management.....	2 hrs
Argumentation, objection management and competitive strategies.....	4 hrs
Sales closing and expectation management.....	4 hrs
Personal alignment and unity of life.....	4 hrs

# BENEFITS

At ICAMI we perfect the human and technical competencies for consultative selling in order to make a closer commercial negotiation.

In this way, we create unique experiences in negotiation and sales closing, in order to generate bonds and long-lasting commercial relationships.



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