

# SALES TRAINING

For K12 and Higher Education Sales Teams



Schedule us for your

**Next Sales Meeting**

## Your Sales Team Will ...

- Establish a Consistent Sales Approach Using Proven Selling Skills
- Gain Knowledge of the education marketplace
- Build customer trust and rapport
- Create long-lasting customer relationships



CONTACT US TODAY

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**Learning Designs**

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www.learningdesigns.net



# SALES TRAINING

For K12 and Higher Education Sales Teams

Gain a Market Advantage

*Build on Your Sales Strategies*

Your experience tells you that educators are sophisticated and demanding. Tight budgets and demanding constituencies have created cautious customers who want to make informed buying decisions in collaboration with knowledgeable sales professionals. LearningDesigns' program offers a powerful sales model and equips professional sales teams with the skills they need to develop lasting, mutually-beneficial relationships with school and district decision-makers.

## Proven Selling Skills

*The LearningDesigns Sales Training Program offers a proven, powerful interactive model and equips K-12 sales professionals with the skills they need to develop lasting, mutually-beneficial relationships with school and district decision makers.*

## Deep Education Market Knowledge

*Led by highly experienced, market-savvy trainers, participants learn skills and strategies that they can use to handle the complex challenges of selling into schools.*

## Customized to Address Your Organization's Needs

*The program allows opportunities to practice these skills in a range of situations tailored to your company. Each program includes:*

- *Background discussions with key sales and marketing personnel*
- *Customized one, two or three day programs covering:*
  - *The education marketplace*
  - *Using five powerful marketing tools effectively*
  - *Taking advantage of market research*
  - *Using skillful dialogue to build trust and enable on-going relationships*
  - *Avoiding profit destroyers*
  - *Creating a time and territory management you can live with*
- *Post workshop follow-up and coaching*

Consistent • Customizable • Proven • Market-Informed

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