

The American Integrated Approach for Developing Sales Channels

Kigali (Rwanda)

24 - 28 March 2025

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Introduction

Statistics show that sales employees tend to deal with clients whom they had a character that is similar to their own character; the sales figures for the mentioned clients are higher and even the periodicity is higher; after a while, this will result in weaknesses in sales performance and may leave the market opened for competitors. American companies had realized the above-mentioned fact, so they cooperate with consulting centers to develop an Integrated solution that provides an approach to solve the sales issue and to facilitate the development of sales channels, this approach also provides an effective technique to improve the communication channels with the clients.

We had applied for this program successfully in many enterprises in different segments, FMCG firms, distribution companies, communication, pharmaceutical, and direct sales companies. The result where a direct increase in sales, we could reach a 27% increase in one firm within one year

Important note: This course is not a traditional one. It aims to systematically understand the characters and how to converge, deal, and sell them according to the character's style or color. This course bridges consciousness, subconscious, and psychology to get the best result in your sales department.

Workshop Objectives

- Direct increase in Sales.
- Improvement in self-confidence for the sales team.
- Increase in the level of coordination between the sales team, the CRM team, and the marketing team.
- Increase in the level of client's satisfaction, and the client's loyalty.

Workshop Content of The American Integrated Approach for Developing Sales Channels

This solution is provided as an integrated package that works in harmony to develop the sales channels through the following procedure:

- Special training for the sales team to be able to distinguish between the four different colors of clients.
- Identify the color category for each one of the sales team, and develop their abilities to deal with other colour categories.
- Special coaching for the sales management and supervisors and for the marketing management to apply the previous technique within the sales team, and to provide coaching and consulting specific hours to ensure the right application of this approach.
- Update the customer relationship management program if available to contain the coloring system profiling,

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or building a client card template.

- Special training for the CRM team to be able to distinguish the client color type through over the phone.

The American Integrated Approach for Developing Sales Channels Workshop Benefits

- Evaluate and prioritise all accounts to identify different strategies needed for different client types
- Employ techniques for account planning and analyzing a client for opportunities, strengths, and weaknesses
- Set realistic goals, objectives, and tactics for each client account
- Maximizing the use of resources to generate a return on investment
- Identify the best strategy for maintaining and influencing good relationships by understanding individual behaviors
- Setting tangible actions plans

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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