POSITIONAL SELLING

Positional Selling develops the participant’s necessary skills and knowledge in order for sales professionals to make sure that a preferential position in the market is maintained.

We will help each participant:

• Explore the sales strategic elements in a dynamic way.
• Deal with the need of creating a strategic initiative to apply tactics, as well as aligning them with their actual marketing reality.
• Learn how to develop value mapping that allows making the right decisions for their sales strategy.
• Negotiations, organizational dynamics, conflict management and presentation skills.
• Resolve complex situations with clients and create long-term relationships.

This program stands out because of its dynamic format since it includes high-impact conferences, group exercises, debates and case studies.

The Positional Selling program can be customized to tackle the specific needs and challenges of each organization.

CUSTOMIZATION

Positional Selling is customizable to the needs, competency models, culture and preferences of each company.

PARTICIPANT’S PROFILE

Positional Selling is aimed at companies of all sizes and all sectors.
LANGUAGES

Positional Selling can be taught in spanish, english, french and portuguese.

¿WHY P&A?

- We have a technical team with a high degree of knowledge and proven experience in important national and international companies.
- We apply a modern and proven methodology, developed by our technical team and our international partners.
- We work so that our clients achieve significant competitive improvements, improve execution and with it the results.
- Our programs are based on extensive international research and studies, successfully tested and experienced in organizations from all geographic and sectoral fields.

OUR CUSTOMERS
CONTACT OUR EXPERTS

At P&A, we are committed to helping you achieve your Leadership development goals.

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