

**TRAINING BROCHURE**

# **Sales Skills for Engineers training**



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## Sales Skills for Engineers

- Price:** € 1,680 excl. VAT \*
- Duration:** 2 consecutive days
- Contact:** [training@hightechinstitute.nl](mailto:training@hightechinstitute.nl), +31 85 401 3600
- Score:** 8.9 ★★★★★☆

### Intro

Are you having difficulty with:

- Explaining the added value of a solution?
- How to deal with different stakeholders at the client as well as internal?
- Selling the solutions/service to a client who needs it but maybe does not realize it yet?
- Dealing with "pushy" customers who want a service only when it's quick, short and cheap?

"Sales" might not be your forte but creating new work, helping the client and your organization is beneficial for all parties involved. This course teaches you how to recognize, explore and create business opportunities without feeling "commercial".

#### *Intensive practice using actors as clients*

On the first day of the course we will share the theory and you practice it step by step. The second day is of intensive practice, using a professional actor in the role of your client where you will be challenged to put all the learnings in practice. As a result, after these 2 days, you will be skilled and feel more confident in selling your solution to your clients.

*This training is available for open enrollment as well as for in-company sessions.*

### Objective

You will be given practical tools which will enable you to become more commercially effective, by helping the client and being yourself. You will:

- Act as a professional consultant adapting to different type of technical customers;
- Apply the AIPA process to sell the best suitable solution to each customer, using questioning listening, selling and expectation management;
- Be able to turn resistance into purchase.

### Target audience

This training course is especially designed for (lead) engineers who want to increase their commercial impact. But also for architects, technical experts, designers, project leaders or team leaders working in a technical and innovative project environment.

### Certification

Participants will receive a High Tech Institute course certificate for attending this training.

### Course leader

[Jaco Friedrich MSc](#)

### Trainers

[Claus Neeleman MSc](#)

*\* Prices are subject to change. Price correction will be applied at the end of the year.*

Keep me posted



## Program

### Day 1

- Attention - pitching;
- Inventory - creating a clear picture of the real problem;
- Presentation - showing the added value of your proposition (sell your solution);
- Agreements - making clear agreements what (not) to do;
- Dealing with different client types (selling is people work);
- How to make your business case;
- How to present your solution and convince your stakeholders;
- Turning resistance into purchase;
- SPIN sales method (situation, problem, implication, need-payoff)

### Day 2

- A full morning working with a challenging case with an actor in role as client.
- As a group, we will go use a practical case to go through all the stages of the AIPA selling process. You will be challenged to apply everything you learnt the previous day.
- One-on-one training with the actor in role as client re: personal learning points;
- Personal action plan to help you apply what you have learnt to your daily practice.

## Methods

E-learning, Action learning, lectures, exercises, discussions, role playing (with actor).

## Frequency

Twice per year

## More information



### About Claus Neeleman and the role of leadership in the high-tech sector

Trainer Claus Neeleman notices increased awareness on the importance of strong leadership in the tech world.

[Watch video](#)

Read the interview:



Trainer Claus Neeleman about training technical experts in successful advisory sales

*"The trick is to create value for the customer. That value is in good advice that yields more than what the customer pays for it."*

Remarks from participants:

- "Good combination/experimentation of theory vs practice." > Ranish Baboeram Panday - Strypes
- 'The training was excellent, very engaging and relevant to real life situations.' > Lea Heusinger ,Jonda, Jiaco Instruments