

Sales Execution Workshops

CGWA has field-tested, non-theoretical, highly practical workshops in several areas. Each workshop has been developed, tested, and refined in response to real sales execution issues faced by very successful commercial teams. In each case, CGWA Sales Execution Workshops have helped these companies improve their competitive position. We attribute that success in part to the belief that customized “point of need” workshops deliver better applications than traditional “sales university” models featuring once-popular canned sales programs.

Available workshops are:

- ❖ Account Development
- ❖ Competitive Targeting and Selling
- ❖ Consultative Selling Skills
- ❖ Sales Negotiation Skills: *Reaching High Quality Agreements*™
- ❖ Territory Planning