



**THE ACADEMY**  
FOR SALES EXCELLENCE

# Systematic Selling Strategies

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A complete program that provides the practical methods to close more deals, build confidence and eliminate the guess work in your selling.



You're in the right place if you:

- Are not making enough sales or know you can do more
- Feel lost in what sales structure or process to follow
- Want to stop giving too much unnecessary discount
- Feel uncomfortable selling, yet need to get better at it
- Never really studied sales
- Feel like you work hard but want better results



Can you imagine

- Doubling your sales and earnings in the next 12 months?
- Taking away the guess-work out of your selling?
- Finding your new sales-mindset to sell more confidently
- Enjoying the profession of selling
- Having more free time to spend with your loved ones



High Impact Results

with over **100,000**  
sales professionals

in more than **38**  
countries

Our sales techniques and programs have demonstrated positive results:

over the last **30+**  
years

Discover the Proven Tested System that guarantees Optimal Sales Performance in 5 Modules

### Module 1: How to Win Effortlessly in Sales

#### Lesson 1 - Selling Mindset & Beliefs

Steve Jobs said: The ones who are crazy enough to think they can change the world, are the ones who do.

In this lesson you'll:

- Discover the mindset & beliefs of sales champions and how to adopt them.
- Get the 7 secrets for sales excellence
- Fine tune your selling attitude and skill set

Life is 1% what happens to you and 99% how you take it. What would it mean to you to be able to take complete control of your mindset and belief system.

It's a small thing that can make a big difference.

#### Lesson 2 - Values, Goals, and Time Management

Before selling, let's get ready!

Have you ever felt stuck?

Do you struggle to get important things done to earn and achieve more?

We all have 24 hours a day, how come some seem to have 36. Get a time-tested system to take control of your time and your life.

At the end of this lesson, you'll be able to:

- Engage in the process of taking ownership of your sales career
- Establish positive sales habits to earn more money and achieve your goals
- Connect with what you really value in life
- Set and achieve goals
- Take control of your time







## Module 2: Territory Sales Planning + How to get in the door

### Lesson 3 - 6 steps of territory sales planning

Do you feel overwhelmed by visiting too many customers each day?

Do you feel you should be spending more time with some customers while less time with others?

If you need to manage multiple relationships and ensure you optimize your time, effort and minimize your risks then this lesson will help you do that.

- Get the 6 steps system to help you organize, prioritize, and map your customers
- Discover how to create an optimal route plan and structure activities of your sales funnel
- Refine your research efforts on available sales prospects and opportunities
- Target the biggest opportunities
- Plan the sales visits to utilize your time optimally
- Capture sales activities and check what is working

### Lesson 4 - Phone Skills

If you've ever felt uncomfortable making calls to prospects, you are not alone!

In the world of social media and connected people, who still needs a phone? Right? Wrong!

Unless you become excellent at using the phone, you could be holding yourself back from achieving true success.

In this lesson, you'll discover:

- How to contact cold prospects
- How to contact warm prospects
- How to handle phone objections and stalls
- How to use the phone to get appointments
- How to minimize cancellations in your appointments

## Module 3: Connecting with Your Customer + Identifying Customer's Needs

### Lesson 5 - Rapport and Opening

The first few minutes of the sales can make or break you. Have you tried gaining back someone's interest after you've lost it?

Building rapport and creating a compelling opening are the key elements in leading world class sales conversations.

If you feel awkward starting your meeting, presentation or pitch, this lesson can help you become more confident and take the guess work out of it.

In this lesson, you'll learn:

- How to build rapport with your customers
- How to create compelling opening statements

### Lesson 6 - Need Analysis and Listening Skills

One of the most annoying thing is to tell a sales rep about your needs and they don't get it. What's worst is when they don't even try to understand you!

Understanding the needs of your customers by listening carefully to what is said and what is not being said is key to gain trust and relevance.

After this program, you will never look at customers the same way.

In this Lesson, you'll:

- Learn a tested methodology to conduct your customers' need analysis, and identify their needs through questioning techniques and listening skill





## Module 4: Build Perceived Value + Presenting, Closing, & Handling Objections

### Lesson 7 - Building Perceived Value & Presenting your Solution

Ever had customers tell you that your product or service is expensive or that they can get it cheaper?

Ever felt like your customer isn't listening to you describing your solution?

It's a known fact that perception is reality. Unless you become an expert in building the perceived value and presenting your solution, you will never reach your true sales potential.

In this lesson you'll discover:

- What do customers really value and how to build the perception of your offering
- How to present your solution while keeping the interest and attention of your customers

### Lesson 8 - Closing the sales and overcoming objections

Everyone wants to get paid! Right?

Closing the sale will get you paid.

Why are some people better closers than others?

Can you really get better at closing if you want to?

The answer is absolutely!

In this lesson, you'll:

- Discover 4 highly effective closes and develop effective closing skills
- Learn the best techniques to overcome objections tactfully



## Module 5: Negotiation + Grow your sales through Referrals

### Lesson 9 - Negotiation

Everyone wants to get the best deal out there.

The worst thing you can do is start negotiating when you are with your customers. The best negotiators, start the process even before they even meet them.

How do they do that?

Find out for yourself what do the best sales professionals and negotiators do to maximize their sales success.

In this lesson, you'll:

- Learn the 3-step process to analyze, plan and execute your negotiation moves

### Lesson 10 - Grow your sales Through Referrals

You are as good as your last sale.

Stop selling and you will quickly lose popularity and confidence. The key is to abundantly have new warm prospects or referrals that are willing and able to see you.

This is the lesson to help you keep generating an abundant supply of prospects and leads to achieve your sales success.

In this lesson, you'll:

- Learn how to constantly generate referrals from existing clients
- And identify various ways to generate referrals





## Methodology - How this Program Works?

*"Sales is a Result.  
You can't learn sales only in classrooms. You  
learn sales by practice, on the field, with clients."  
- RH*

In order to help you get the results you want to have, and allow you the ample time to practice your selling skills on the field with your clients, this program was constructed with all those elements in mind.

A complete blended learning development program including:



**5 Modules** with 10 lessons delivered in a practical method that allows you to acquire the new knowledge, skills and behavior in a convenient way



**Coaching sessions** to help you forge your new sales habits acquired



**Sales community** for accountability, networking, sharing successes and learning from each other



**On the job assignments** to help you apply what you learned



**Dedicated coach** to help you and coach you on the challenges that you're facing



**A Manual** with all the necessary sheets and tools to remain as a reference for you in the future



## Learning Journey

The program is spread over a period of 10 weeks to allow you acquire the new knowledge, skills and behavior at a convenient pace, and be able to start applying it at your work gradually.

The program has 5 modules with 10 lessons to be watched at 1 lesson per week (a 2-3 hours weekly commitment) or at an accelerated pace of 2 lessons per week (a 4-6 hours weekly commitment).

During the 10 weeks period, you will participate in 5 group coaching sessions every other week. These will take place with one of our expert coaches to ensure you are on track and get support on any specific challenges you are facing. You will eventually get a chance to share your successes and support other participants on the call.

### Week 1 – 3 – 5 – 7 – 9

- 1-2 lessons per week (to complete all 10 lessons)
- Delivered through our real-virtual training videos
- You'll watch these short videos at your own pace as if you are sitting in a real classroom.
- You'll complete needed assignments, exercises, and on the job application

### Week 2 – 4 – 6 – 8 – 10

Group coaching session with your expert coach to ensure you are on track:

- Every other week, you will attend a group coaching session to get support on any challenges you are facing
- You will learn from the challenges and stories of others in the community
- You will share your own success stories to model the way for others to follow





## Start your Journey

- 1 To get you started, you will have an initial 30 minutes fast start orientation with your coach to set you on the right track and accountability rhythm (1 on 1 session with your coach)
- 2 You start your learning journey by completing 1 or 2 lesson per week
- 3 You will join a group coaching session every other week with your sales coach
- 4 Steps 2 and 3 get repeated for a period of 10 weeks
- 5 During the 10 weeks period:
  - a Your dedicated coach will respond to your unlimited written questions within 24 hours.
  - b You are entitled to a weekly (10-15 min) 1 on 1 laser coaching session to help you with specific sales related questions and situations you are facing.



This program has a Money Back Guarantee policy.



Participants will be eligible for a Certificate of Completion *only* should they meet the Academy's Certification Criteria.

## Testimonial:

*"Being able to close deals was always a mystery to me. Sometimes I succeeded and a lot of times I did not. After taking one of Ramez's course, I used the strategies and have doubled my sales from 2012, have a 100% increase in sales revenue, am able to better qualify prospects and to structure my sales process so I close deals. This is the best professional investment I have ever made."*



FRANZ ERASMUS, CA Technologies –  
Middles East & North Africa





## What you will get:

### Training:

- Over 170 real-virtual training video lessons (as if you are sitting in an actual training program, with exercises and reflections)
- Training manual/ guidebook of the course in PDF
- Exercise worksheets and templates

### Coaching:

- Fast-start 1 on 1 coaching session with your coach
- 5 group coaching sessions with a sales coach
- Dedicated sales coach to respond to your unlimited written questions within 24 hours
- A weekly (10-15 min) 1 on 1 laser coaching session to help you with specific sales related questions and situations you are facing

## Testimonial:

*Together with my team, we were able to bring in an additional 1 million AED in business in less than 30 days just by applying Ramez's ideas. It brought structure and confidence."*



**PRAMOD KURIAN**  
COO - Pinnacle Technologies, Dubai





## About The Academy for Sales Excellence:

Having supported more than **100,000 sales professional** in more than **5 continents** in countries such as: United Kingdom, Switzerland, Spain, United States of America, Puerto Rico, Brazil, Dominican Republic, Costa Rica, Singapore, China, Malaysia, Thailand, Indonesia, Vietnam, Taiwan, India, Japan, Saudi Arabia, Bahrain, Kuwait, United Arab Emirates, Lebanon, Jordan, Oman, Qatar, South Africa, Turkey and many other international markets.

The Academy's training materials were translated and delivered in **4 languages**: English, Arabic, French and Spanish.

The Academy provides world-class training and development programs from the most respected and qualified instructors using the latest proven methods and best practices to ensure successful measurable results.

The methodologies used have resulted in **increased profits** and business growth for hundreds of clients in the Middle East and **throughout the world**.

## Testimonial:

*"Coming from a financial background, I didn't really know how to really sell. I was going from meeting to meeting and getting frustrated. Within 2 week of attending the Program with Ramez, I closed my first 50,000 AED consulting deal!"*



**SHRIDHAR SAMPATH**  
Motivuluate

About Ramez Helou  
(Founder of the Academy):



Ramez is the CEO and Founder of The Academy for Sales with more than **31+ years of experience** in sales and building sales capability for companies including: Unilever Foodsolutions, Classic Fine Foods, Proctor & Gamble, Emerson, Trane Ingersoll Rand, Metlife- Alico, Bayt.com, Moevenpick Hotels and Resorts, Nissan -AW Rostamani and many more. In 1994 he started his own multi-million dollar company in Puerto Rico and Costa Rica where he built a revolving sales force of more than **400 sales professionals** and expanded into over **10 locations in Central America and Caribbean**.

Today Ramez focuses on Sales Leadership Development programs and sales consultancy. He is also a professor of Sales & Leadership at Hult International Business School.

Sample List of our Clients:



Is Systematic Selling Strategies the right program for you?  
To learn more, speak to a member of our team today

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