

Atos Unify Academy

Unify Office Sales Professional - Module 2 - Unify Office Success Blueprint

Course code UOSPM02SDV

Target Group Unify Partners and internal Sales and Ops teams.

Course language	Delivery type	Duration
English	WBT	15 min.

Course description

This comprehensive sales training for Unify Office involves a thorough analysis of market dynamics, sales data, and consumer behavior to inform strategic decision-making. By identifying emerging trends, defining target customers effectively, and addressing market challenges such as competition and pricing, the sales training aims to position Unify Office as the preferred choice. The module emphasizes effective communication of the product's unique benefits, managing customer objections to build trust, and evaluating factors like needs and budget. Additionally, it involves lead registration, opportunity promotion, creating budgetary quotes, and showcasing company capabilities through real-world examples, ultimately facilitating upselling for increased revenue and customer satisfaction. Leverage market insights, sales data, and consumer behavior knowledge for strategic decision-making. Apply communication strategies to convey Unify Office's unique benefits, addressing market challenges and differentiating from competitors. Employ effective discovery techniques to deeply understand customer needs, skillfully manage objections, and tailor proposals based on factors like budget and timeline. Utilize insights from lead registration and budgetary quoting to showcase company capabilities, enhancing the ability to upsell additional products or services and strengthen overall market positioning.

Learning Target

Users will become familiar with the following topics:

- Market overview, sales data, and consumer behavior for strategic decision-making.
- Identifying trends for new opportunities and effective target customer definition.
- Addressing challenges in the marketplace, including competition, differentiation, pricing, and market positioning.
- Communicating unique benefits and value of Unify Office to target customers.
- Outlining reasons to choose Unify over competitors.
- Emphasizing the importance of effective discovery for understanding customer needs and preferences.
- Managing customer objections to build trust, overcome concerns, and facilitate deal closure.
- Evaluating factors like customer needs, budget, and timeline to identify viable opportunities.
- Describing the process of lead registration, opportunity promotion, and creating budgetary quotes.
- Providing real-world examples showcasing company capabilities and value proposition.
- Upselling additional products or services relevant to customer needs for increased revenue and satisfaction.

Prerequisites

Unify Office Sales Professional - Module 1

Contents

Apply market overview, sales data, and consumer behavior insights to make informed strategic decisions.

Implement communication strategies learned in the course to articulate the unique benefits and value of Unify Office to target customers. Address market challenges, differentiate from competitors, and emphasize compelling reasons for choosing Unify, ultimately strengthening market positioning.

Incorporate effective discovery techniques to understand customer needs and preferences deeply. Manage objections skillfully, building trust, overcoming concerns, and closing deals. Evaluate customer factors like budget and timeline, tailoring proposals to identify viable opportunities and maximize customer satisfaction.

Utilize practical insights gained from lead registration, opportunity promotion, and budgetary quoting processes. Apply real-world examples to showcase company capabilities and value proposition, enhancing the ability to upsell additional products or services relevant to customer needs.

Curricula

This course is part of following curricula

- [Unify Office Sales Professional](#)
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Tests and Certificates

This course prepares following certification:

- [Unify Office Sales Professional](#)
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Comments

Web Based Training:

- For participation and booking a myTraining-Account is required

System requirements:

- PC with sound card and stereo headset / speaker is required
 - Screen resolution at least 1280*1024
 - Windows 7 or higher
 - Browser: Chrome, Firefox, Internet Explorer 9 or higher, Safari
 - Javascript has to be activated
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Further information:

Please contact us for further information or bookings:

Email academy.exc@atos.net

Website <http://www.unify.com/academy>
