

BEMA-U: Mastering Sales Effectiveness

Purpose of the Course

Sales effectiveness training leverages the fervor, knowledge and experience of sales professionals to create a new relationship dynamic with customers that thrives through powerful communication techniques. This course works on people development and self-awareness discovery, helping them adapt their approach to suit the customer that's standing in front of them on any given day. By accessing a deeper understanding of their core personality and communication traits, people on your sales team will develop their personal sales style to help them succeed at higher levels with a broader spectrum of customers.

Mastering Sales Effectiveness creates an energetic and engaging learning environment that puts the unique characteristics of each salesperson front-and-center, allowing those characteristics to exist as the driving force that leads to future sales success.

Specific Objectives

- Develop the ability to use unique personal style to influence customers.
- Understand the impact of personal style at each stage of the sales cycle.
- Explore a consultative sales model that encourages a personal connection to the customer.
- Identify customer's needs upfront and spend less time on overcoming objections.
- Create action plans for how to deal with specific customers.

Ideal Participants

Individuals wanting or needing to improve sales capability. Associate skill levels including technical sales, inside sales, customer service, account executives, managers and leaders of sales teams, and any employee that interacts with the customer as part of your end-to-end sales process.

Schedule of Topics

*Additional topics can be customized to meet the needs of each company.

You & Your Role as the Sales Person
Identifying Customer Preferences
Customizing your Messaging
Six-Step Sales Process Best Practices
Generational Impact on Sales
Trends & Traditions in Sales



Facilitator Credentials



Vice President of Education & Operations for BEMA, Emily serves the baking industry as a subject matter expert on talent management and continuing professional education. Prior to joining the non-profit sector, she served in manufacturing operations and public education. She has multi-industry experience as a performance consultant and has managed the organizational development function for a global manufacturer of packaging solutions. Ms. Bowers has earned several certifications, including the SHRM-SCP, CAE, as well as a Bachelor's degree in Elementary and Early Childhood Education from Northwest Missouri State University and a Master's degree in Curriculum Development from Baker University.

Contact Emily Bowers at ebowers@bema.org to schedule your training. Utilize your BEMA member benefits to save money on training and develop your workforce! Learn more at bema.org/bema-u.

"BEMA-U's Discovering Sales Effectiveness has positively impacted my thought process when I am approaching a selling opportunity. By understanding my energy and focusing on my customer relationship instead of the sale, the sale becomes a result of the personal connection with the customer that I develop no matter what energy they are. Our team of season sales veterans came away with new thoughts, new energy and a new way to approach the sales cycle as a result of this training. A job well done by BEMA-U!"

-Rich Zaremba, Kwik Lok

"I really enjoyed the sales training, you did a great job! It was very insightful with immediate take-aways to make me a better sales person and I hope for our team as well. Understanding my personal profile gave me insight into how I as a sales person operate and manage. I believe this will help me moving forward in my thought process and problem / solution skills that we use in the baking industry on a daily basis, along with better dealing with different types of personalities in the sales process. Emphasizing to my team the importance of the follow up / follow through step in the sales process. I think we all know the importance of this step but get pulled away and chase an immediate opportunity over taking care of a project that is already in the works."

-Matt Feder, Cain Foods

BEMA-U: HELPING OUR MEMBERS BUILD BETTER COMPANIES