



# COMMENT PILOTER SES ENTRETIENS DE VENTE COMME UN(E) PRO

***booster academy***



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**20 CENTRES  
D'ENTRAÎNEMENT  
INTENSIF À LA VENTE**

**PERFORMANCE COMMERCIALE  
MANAGEMENT  
EXCELLENCE CLIENT**

# UN ACCOMPAGNEMENT SUR-MESURE DES ENTREPRISE ET DES HOMMES

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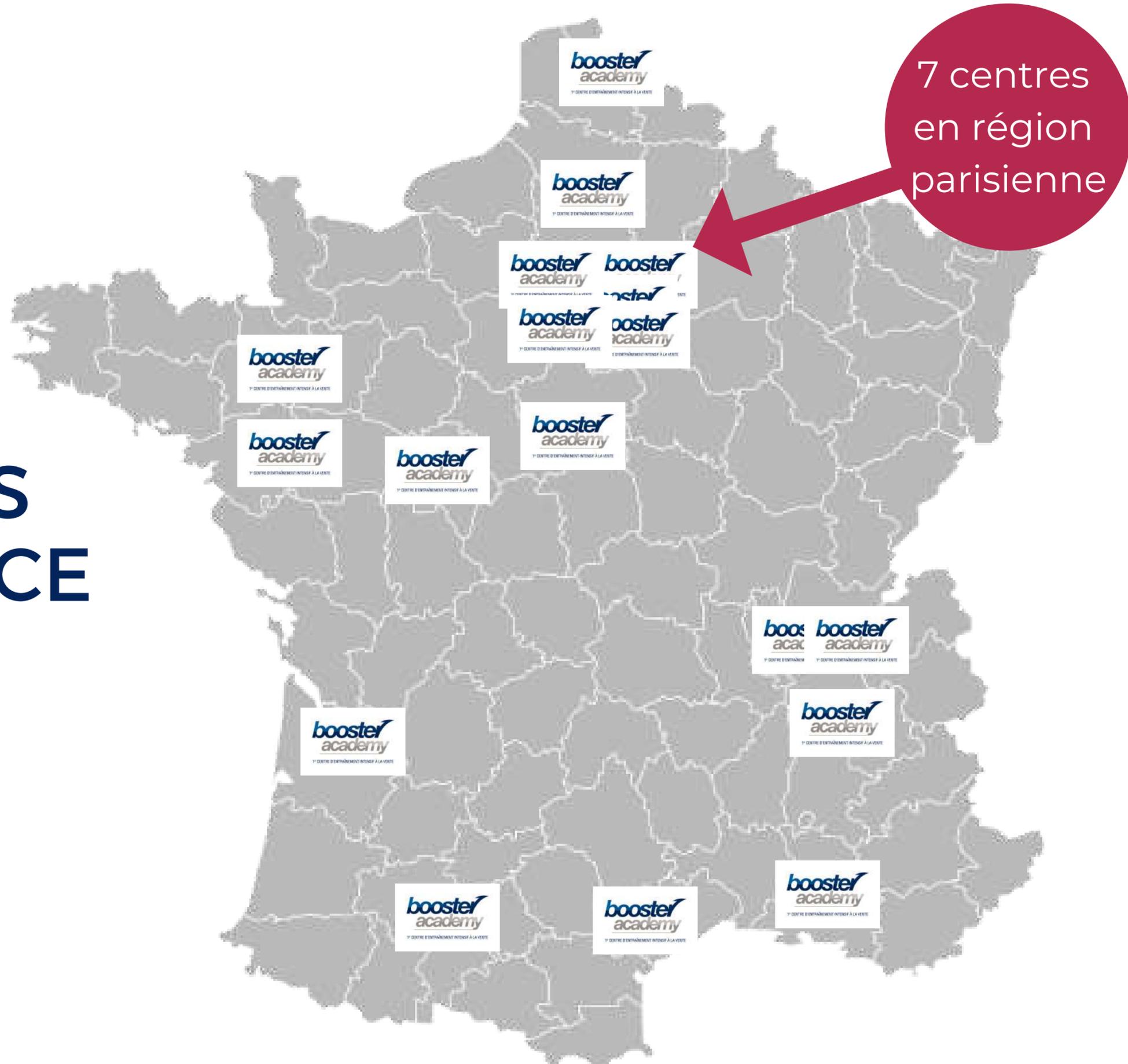


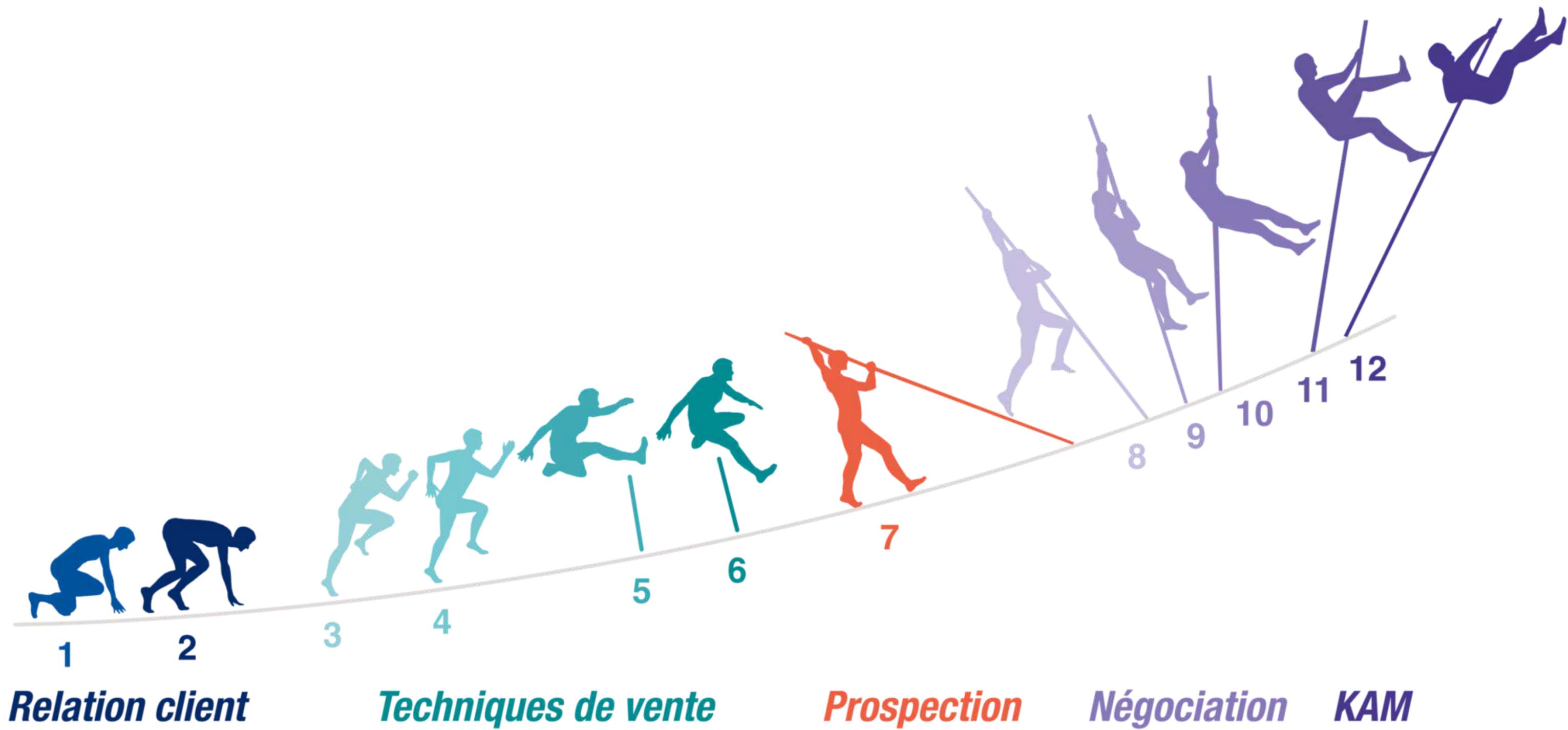
# DES PARCOURS D'ENTRAÎNEMENTS

- 100% PERSONNALISÉS
- 100% OPERATIONNELS
- 100% ÉVOLUTIFS

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# LES 20 CENTRES D'ENTRAÎNEMENTS RÉPARTIS EN FRANCE







# LA PYRAMIDE DE LA VENTE



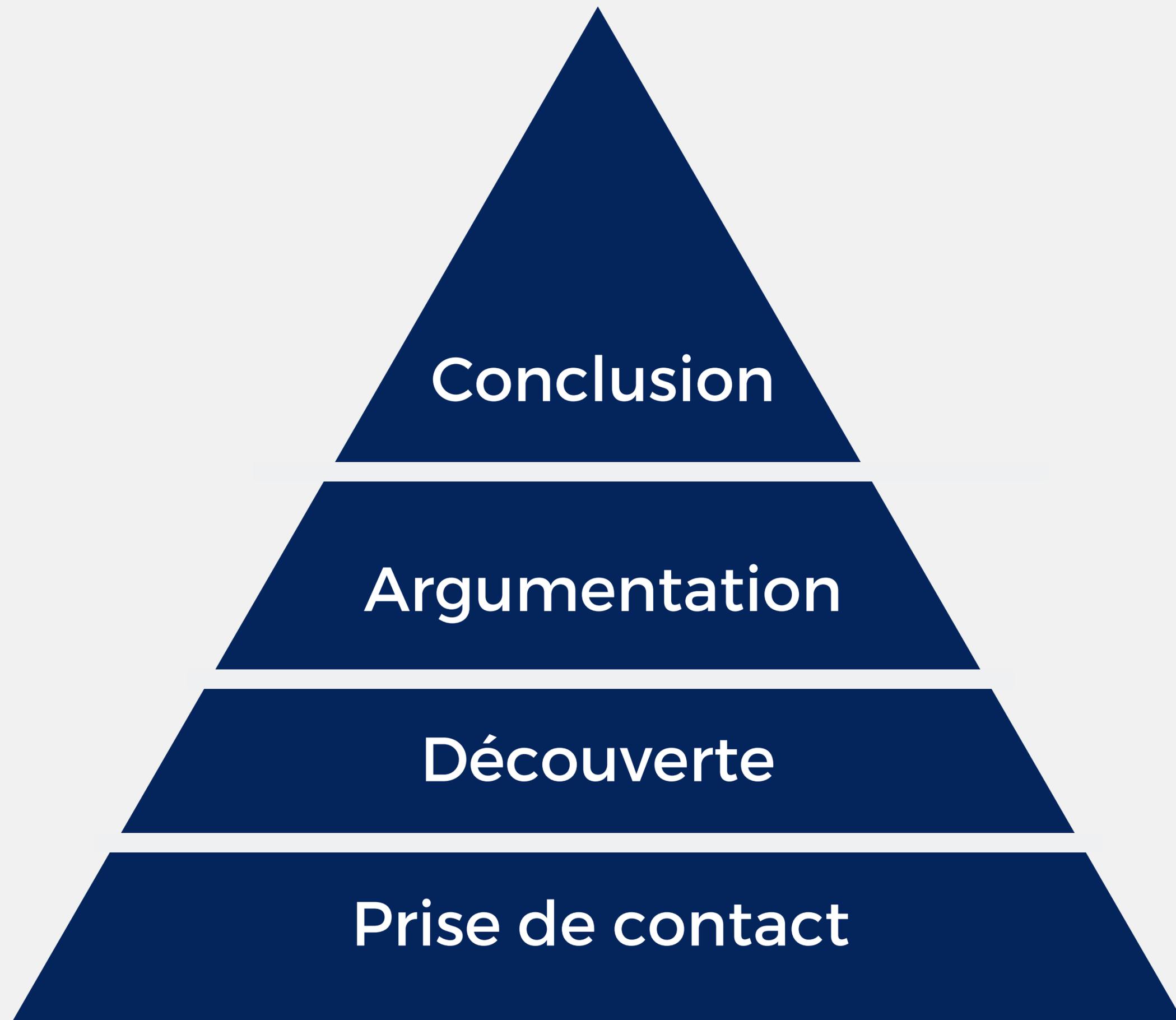
**LA PYRAMIDE  
DE LA VENTE**

**Conclusion**

**Argumentation**

**Découverte**

**Prise de contact**



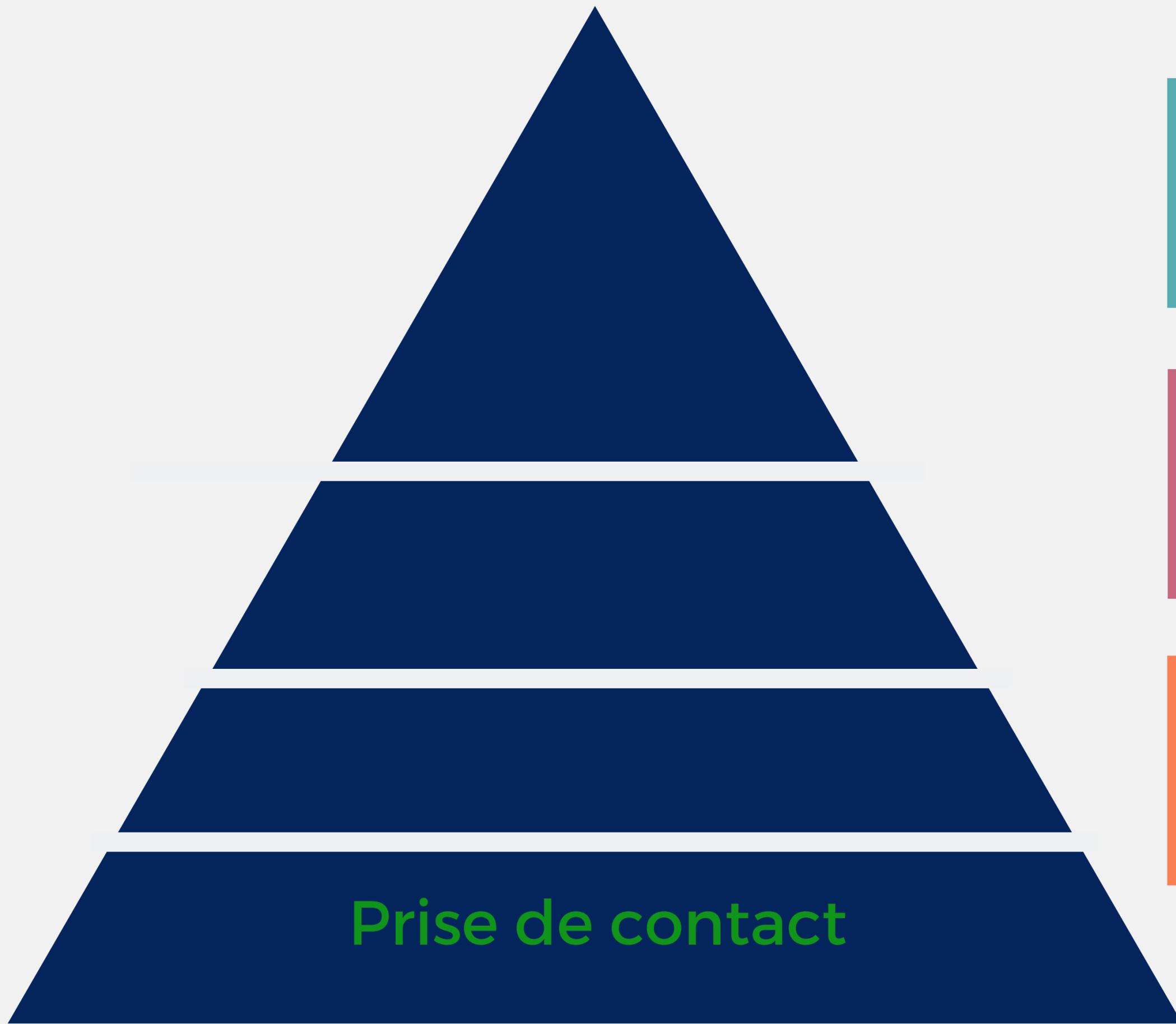
**Conclusion**

**Argumentation**

**Découverte**

**Prise de contact**

# I) LA PRISE DE CONTACT



Prendre le lead

Instaurer un climat  
de confiance

Mettre en avant  
toute la valeur  
ajoutée de votre offre

Prise de contact



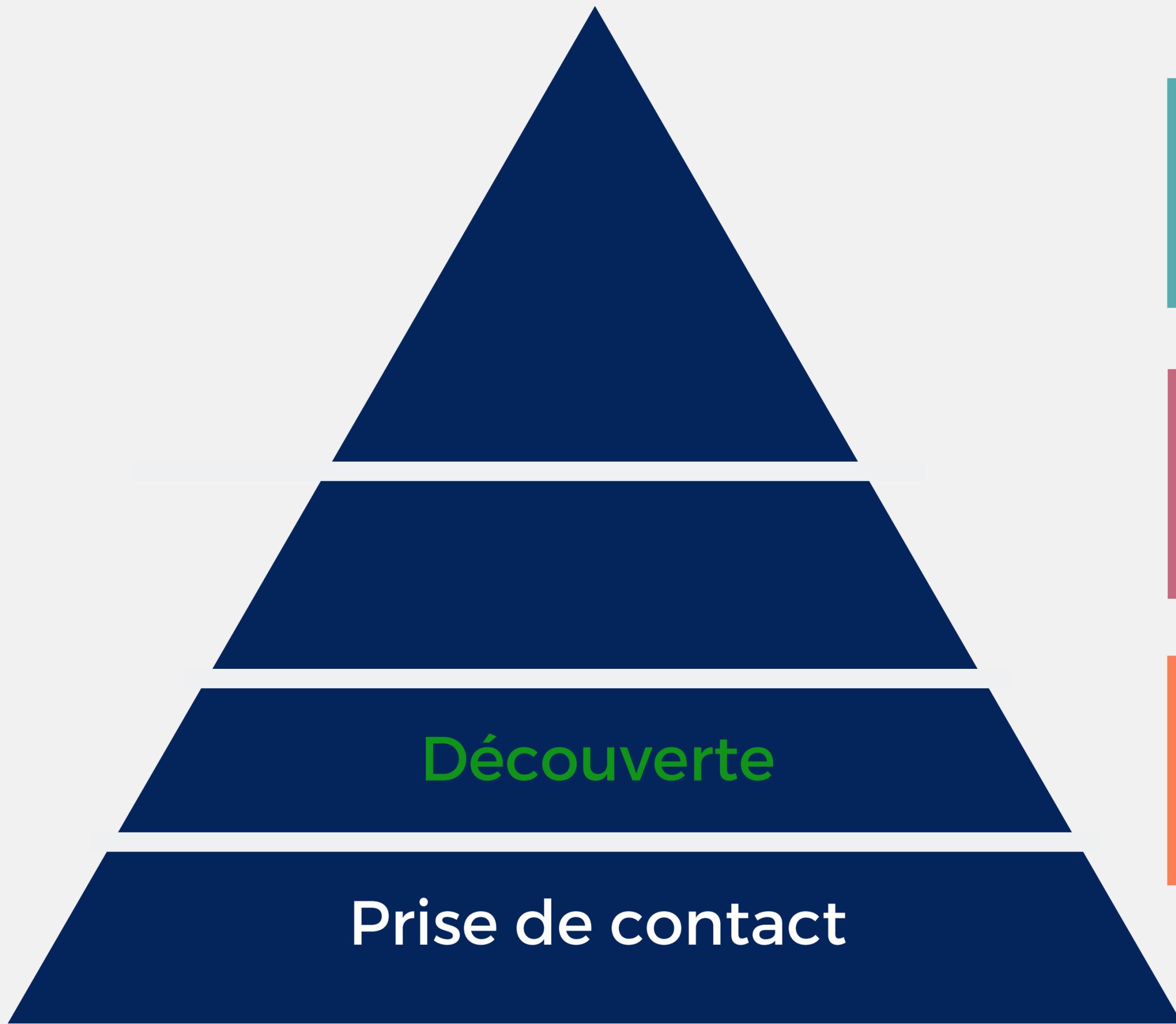
**SORTIR DU LOT**



**SEXY, PUNCHY, CONCIS**



## II) LA PHASE DE DÉCOUVERTE



Détecter le  
potentiel business

Mesurer le degré de  
motivation

Faire émerger les  
besoins

Prise de contact

Découverte



# LE MINIMUM DES 10 QUESTIONS

A man with a mustache, wearing a dark blue suit, is sitting at a wooden desk. He is holding a large, realistic-looking ear prop behind his right ear with his right hand. He has a wide, happy smile and is looking towards the camera. His left hand is open and gesturing. In front of him is a silver laptop. The background is a plain, light-colored wall. A dark blue horizontal bar is overlaid across the middle of the image, containing white text.

**ECOUTER ET LE MONTRER**



# LA BOUTEILLE DE PERRIER

A surreal scene where the sea is composed of numerous glowing, golden-yellow bubbles of various sizes. A person in a dark, hooded outfit stands in a small, dark boat with a red interior, using a long pole to navigate through the bubbles. The background is a deep blue sky with a starry pattern. The text "FAIRE RESSORTIR LES BULLES..." is overlaid in white on a dark blue horizontal band across the middle of the image.

**FAIRE RESSORTIR LES BULLES...**

A high-speed photograph of a water droplet falling into a pool of water. The droplet is suspended in mid-air at the top center, with a smaller, fainter version of it visible just below it. Below the main droplet, a series of concentric ripples spread outwards from the point of impact. The background is a soft, out-of-focus light blue. A dark blue horizontal band is overlaid across the middle of the image, containing the title text in white.

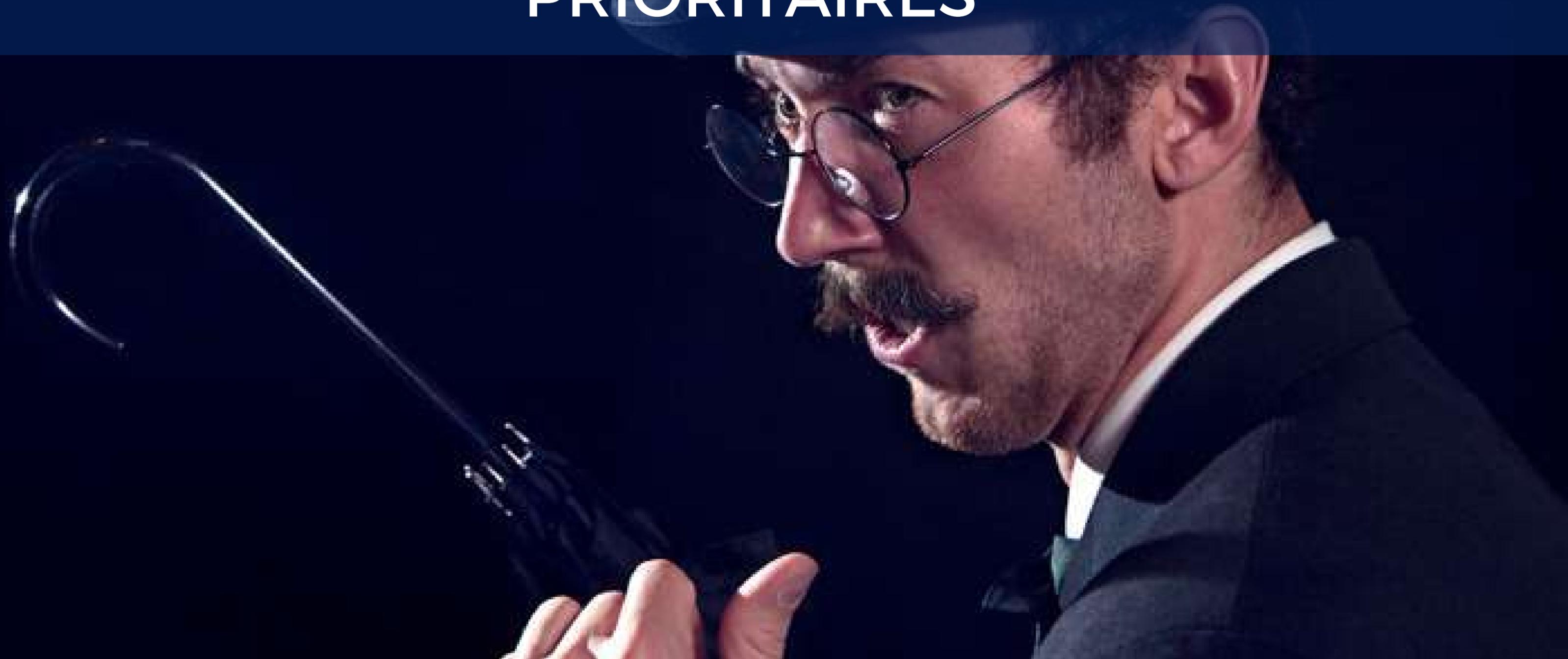
# LA TECHNIQUE DE LA DERNIÈRE GOUTTE

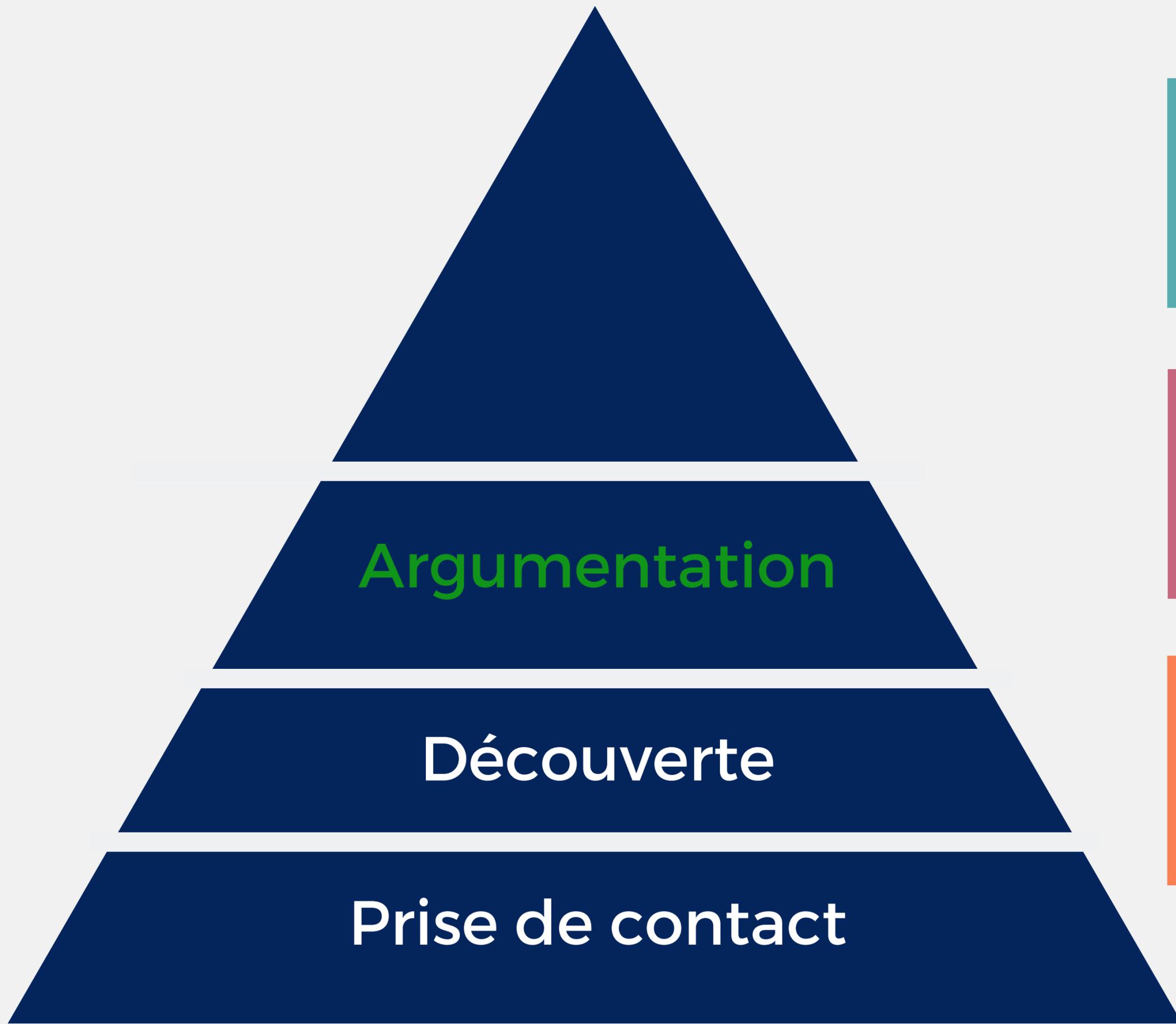
# LA REFORMULATION



## III) LA PHASE D'ARGUMENTATION

# IDENTIFIER LES ENJEUX PRIORITAIRES





Connaitre son offre

Avoir identifié les  
priorités de ses  
prospects

Apporter une  
réponse orientée  
bénéfices client

A hiker with a backpack is seen from behind, looking at a map in a mountain landscape. The hiker is wearing a blue long-sleeved shirt and a brown backpack. The background shows a vast, hazy mountain range under a clear blue sky. The hiker's hair is tied up in a bun. The map is held open with both hands, and the hiker appears to be planning a route. The overall scene conveys a sense of adventure and navigation in nature.

**ORIENTER SON OFFRE VERS LES  
PRIORITÉS IDENTIFIÉS**

# APPORTER UNE RÉPONSE AUX ENJEUX ORIENTÉS BÉNÉFICES CLIENT



A woman with short, styled hair and large hoop earrings is shown in profile, playing a dark wood piano. She is wearing a light-colored sleeveless top. The scene is brightly lit from the left, creating a warm, golden glow. The piano's keyboard and the woman's hands are visible in the lower right. A dark blue horizontal band is overlaid across the bottom of the image, containing white text.

**CONNAÎTRE SON OFFRE SUR LE  
BOUT DES DOIGTS**

A dramatic photograph of a man in boxing gear. He is wearing a red boxing glove on his left hand, which is raised towards his face. He has a beard and his eyes are closed, suggesting a moment of intense focus or pain. Water is splashing over his face, creating a dynamic and energetic scene. The background is dark, making the man and the water stand out.

# LE TRAITEMENT DES OBJECTIONS

A man in a red shirt is captured in a dynamic pose, leaning forward and holding a ping-pong paddle high in his right hand. He is looking intently at the camera. In the background, a white ping-pong ball is suspended in the air. The setting is a gymnasium with a blue and white checkered floor and a ceiling with recessed lights. In the foreground, the back of a person's head and shoulders is visible, looking towards the player.

**ÉVITER LA PARTIE DE PING-PONG**

## IV) LA PHASE DE CONCLUSION

**Conclusion**

**Argumentation**

**Découverte**

**Prise de contact**

**Vendre ou faire un pas de plus vers la vente**

**Définir des objectifs SMART pour chaque entretien / processus de vente**

# LA TECHNIQUE DES MÉDAILLES





**FAIRE TOUJOURS UN PAS DE PLUS VERS  
LA VENTE**

A woman with blonde hair and black-rimmed glasses is sitting at a desk in an office. She is wearing a light blue button-down shirt and is focused on writing on a piece of paper with a pencil. A laptop is open in front of her, and her left hand is near the keyboard. The background is a blurred office environment with shelves and a window. A dark blue horizontal bar is overlaid across the middle of the image, containing the text 'PROCHAINE ÉTAPE ?' in white, bold, sans-serif font.

**PROCHAINE ÉTAPE ?**

A man with a mustache, wearing a dark suit, white shirt, and red tie, is making a 'call me' hand gesture with his right hand. He is smiling and looking towards the camera. The background is a solid light blue color. A dark blue horizontal band is overlaid across the middle of the image, containing white text.

**LA TECHNIQUE  
"ON S'APPELLE ET ON SE DIT QUOI ?"**

A man in a dark suit and white shirt is celebrating with his arms raised in a 'V' shape, shouting with his mouth wide open. He is wearing a black watch on his left wrist. The background is a solid light blue color. A dark blue horizontal band is overlaid across the middle of the image, containing the text 'LA JOIE DU CONQUÉRANT...'.

LA JOIE DU CONQUÉRANT...

A man in a dark suit and red tie is shown from the chest up, covering his eyes with both hands. His mouth is wide open in a shout or scream, and his expression is one of intense shock or distress. The background is a plain, light blue wall. A dark blue horizontal band is overlaid across the middle of the image, containing white text.

...EST DE COURTE DURÉE

A man with a goatee, wearing a dark suit, white shirt, and red tie, stands with his hands raised in a questioning gesture. He is positioned in the center of the frame against a light blue background. A dark blue horizontal band is overlaid across the middle of the image, containing white text.

**COMMENT RECTIFIER LE TIR D'APRÈS-VOUS ?**

# POUR SUIVRE SES EFFORTS AU QUOTIDIEN

1) TENIR SA LISTE DE CRITÈRES  
CLÉS ET OBJECTIFS DE RÉUSSITE

2) BOITE À OUTILS :  
QUELLE(S) TECHNIQUE(S)  
UTILISER À CHAQUE ÉTAPE

3) PLAN D'ACTION INDIVIDUEL

# LES 3 PILIERS

LE  
SAVOIR  
ÊTRE

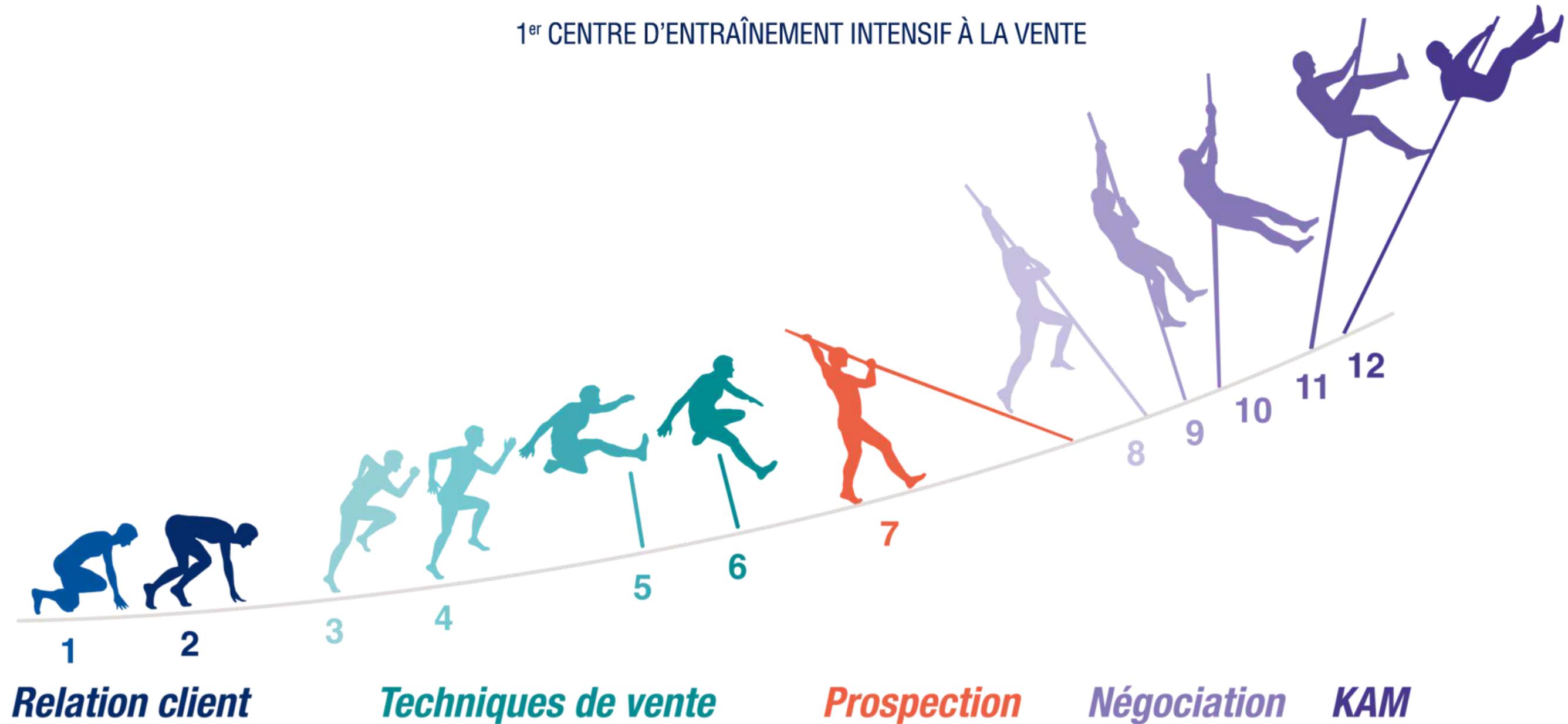
LE  
SAVOIR  
FAIRE

LE  
SAVOIR  
OSER

SYSTÉMATIQUE

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1<sup>er</sup> CENTRE D'ENTRAÎNEMENT INTENSIF À LA VENTE



**ENVIE DE VENDRE PLUS ET PLUS VITE,  
DE RENDRE VOTRE DISCOURS COMMERCIAL  
PLUS PERCUTANT ?**

**À VOUS DE JOUER,  
À NOUS DE VOUS ENTRAÎNER**

**PRENDRE RENDEZ-VOUS  
AVEC L'UN DE NOS CENTRES**

