



Objectives of this course

1. Teach/Reinforce the skills needed to be an effective salesperson.
2. Provide a solid understanding of the five essential selling skills.
3. Introduce a systematic approach to selling including a proven method for closing sales and breaking competitive accounts.
4. Demonstrate how to move the customer away from price and to think in terms of value.
5. Help each participant create company/industry specific sales phrases, talking points and tools that can be applied in the field immediately.
6. Practice each step as well as the entire sales process.

Target audience

Sales Representatives and Account Executives of all skill levels.

Course content

Module 1 – Greeting and Rapport Building

- The key elements of great sales call openings.
- The “art” of handshaking.
- Making the business card exchange work for you.
- Learn how to put the customer at ease and lower their resistance right away.
- Ways to determine if the customer is ready to buy/order.
- Clearly understand when to sell and when *not* to sell.
- Demonstrate proven methods for building trust and establishing credibility.
- The one word that will demonstrate your commitment to the customer and earn the respect you deserve.
- Determine the customer’s preferred method of communication and use it to your advantage throughout the sales process.
- Discover how to get introduced to senior level executives and other important people in your selling cycle.

Continued on page 2.



Content continued

Module 2 – Probing and Needs Analysis

- Discuss the importance of questions and the value of the probing skill.
- Demonstrate the difference between value-based selling and price based selling.
- Learn how to identify the customer’s pressing needs by applying both Open-ended and Closed-ended questions.
- Identify the three levels of customer goals that will help you close more sales.
- Clearly understand which of the four areas is motivating the customer to purchase from their current vendor(s).
- Create and practice a list of industry specific probing questions for your products and services that can be applied to your next sales call.
- Locate areas in which you excel over the existing supplier and set yourself up for a dynamic presentation.
- Tactfully pinpoint specific problems and identify immediate selling opportunities.

Module 3 – Presenting Solutions (Products or Services)

- Learn how to relate key features and benefits to your customer’s needs, which makes it easier to close the sale.
- List the strongest features and benefits of your products or services as well as your company’s capabilities and be able to communicate them effectively.
- Identify your true “value proposition,” which helps add value to your offering.
- Learn how to create an organized presentation that keeps everyone’s attention.
- Create presentations based upon the information learned in the probing step that will give you an advantage on those competitive deals.
- Practice delivering your powerful presentations (to one person or a large group.)

Module 4 – Addressing Customer Concerns and Handling Objections

- Discuss why customers object and have concerns.
- Understand the keys to clarifying and deciphering customer objections.
- Learn why it is important to uncover any and all hidden concerns or objections.
- Present the latest techniques and time-tested methods for overcoming objections.
- Learn how to convert customer objections and concerns into agreement.
- Practice presenting evidence that persuades the customer to your point of view.
- Identify the objections you hear most and create powerful responses to each.
- A sure-fire method of combating the “Your price is too high” objection.



Content continued

Module 5 – Closing and Gaining Commitment

- Closing as it relates to today’s complex, solution-based selling environment.
- Learn the five decisions a customer must make before you can expect the sale.
- Create a list of commitments you must get from every customer in order to “advance” the sale.
- Know when to close and when *not* to close.
- Discover methods for creating a sense of urgency without sounding “salesy.”
- Understand the important difference between Closing and Trial Closing.
- Review 14 time-tested closing techniques that still apply today regardless of the products or services you sell.
- Identify *the* most important commitment to get from a customer when you can’t close the sale but need to keep the deal moving forward.
- Learn how to chain multiple closing techniques together in order to subtly, yet effectively close the sale.
- Practice actual closing techniques in order to perfect your skills and become an expert in gaining commitments from customers.

Format:

- Lecture, open discussion and group exercises (Highly interactive)
- Case Studies can be created and used
- Role Play practice sessions are standard

Preferred class size: Minimum of 8; Maximum of 24 per session

Duration: 2 to 3 days

Price: Available on request