

# Sales

## The high performer's essentials

### Audience

Sales representatives of products and/or services

### Programme

- Leadership & management
- Sales & commercial negotiation
- Training, consulting & coaching

Personal development

### Methodology

Instruction, discussion and role plays - *in groups of on average 10 participants* – in order to capture and understand various forms of behaviour and styles of communication.

Multiple new entrants, the bargaining power of buyers, the threat of substitutes against a background of tough economic realities. The sales environment, never an easy one, is becoming increasingly difficult to navigate.

In such an environment, even when a product or service is well designed, converting a cold prospect into an active reference demands unprecedented levels of professionalism.

From prospection, to firm sale, via the defence of margins, this simple, clear and direct programme will guide the sales representative on a step-by-step journey through the commercial terrain.

Each act and attitude of selling, from interpersonal communication to tactical and organisational fundamentals, will be instilled in participants with specific reference to the professional landscape of each individual.

Participants will acquire a winning combination of best practice, process, relationship building and personal influencing power.

The objective? To release the consummate sales professional in every participant, unleashing his or her potential to self-motivate on a daily basis, to master and even relish the journey from prospection through to closure. And beyond - to the status of preferred and trusted partner.

## Benefits



- Mastering every step of the sales process
- Transforming every client into an Active Reference
- Prospecting with success
- Penetrating new markets
- Handling difficult situations
- Gaining self confidence and effectiveness
- Defending price, margins and benefits
- Closing the sale
- Developing a lasting partnership



## Solutions for individuals and companies

In-company customised solutions

Inter-company training and coaching

## Content

### Day 1 – opening doors

- The ideal profile and criteria for excellence of the sales high performer
- Fundamentals of inter-personal communication
- Questioning our assumptions and habits as a basis for learning new sales practice
- The Recommendation: turning every client into our best possible salesperson
- The 5 key attitudes of commercial negotiation
- The 4 types of client conversation: relationship, possibilities, opportunities, agreement
- Telephone prospecting: rhythm, contact, barriers, tailoring

### Day 2 – understanding the client

- The power of questions, formulating, directing, motivating to create or discern needs
- Self-management in difficult situations; handling the emotional side of the relationship
- Hearing or listening...what should we do to truly understand the other's needs?
- 'The Suitcase': a tool to formalise our preparation and obtain the very best result from our sales meeting
- The 'meta-message': a message beyond words – how to decode what our clients do not voice
- Best-practice training on client cases

### Day 3 – defending our solution

- Unique buying reasons: highlighting client benefits for a more impactful presentation of our arguments
- The 'doctor'-attitude: giving our advice assertively to instil confidence
- Knowing how to say NO – clearly state our position and stick to it.
- Presenting our final proposal: the 14 criteria for verbal communication
- Dealing with objections. How can we detect them, what are the most effective modes of response? How do we adapt them to each context? Creating our own personal sales booklet

### Day 4 – getting the contract

- The price objection: a key – and unmissable - moment in every sales act. What can we do to best protect our margins?
- The 'competition' objection: how can we help the prospect to make an objective comparison – one in our favour?
- Group negotiation: who are the decision makers? Where are our allies?
- Concluding: detecting buying signals, repositioning options, handling indecision, using pressure

### Day 5 – developing the partnership

- The complaint: understanding and reassuring, finding common ground, and above all, cause for satisfaction
- The partnership: moving beyond the basic sell to becoming an essential service provider
- Developing an account: 3 ways of expanding our intervention parameters and creating a flourishing source of business
- Networking: identifying, developing and enriching our network to become better known
- Top Sales Performer of the Year: an individual and collective evaluation with the future in mind: 'what I still have to do'



## Training methodology at a glance

A 361o feedback process can be included with this training



3-5 weeks' application on the job

