

Advanced Selling

Introduction

This course is for the experienced salesperson who has a track record of success and seeks to become even more proficient in their existing sales role. The course covers selling techniques, rapport and relationship building and ensuring a consistent after sales process. Every salesperson will gain from the fresh perspective taken on this course and the chance to re-think their current working practices.

This course is practical and pragmatic in content with considerable participation required. It starts by considering the role of each participant and then analyzing the logical sequence for building sales. We then consider fundamental questions about the nature of persuading the various types of customer. This is followed by a searching look at each step in the sales process and enhancing it using the psychology of selling.

Objectives

By the end of this course participants will be able to:

- Explain the different buying preferences of customers
- Detail different methods to influence a customer to a positive sales decision
- List advanced questions that can be used to develop an understanding of the customers motivational drivers and aspirations
- List the different levels of need and how to raise customer awareness at each level and influence them to more positive sales outcomes
- Explain what is influence
- Apply influencing techniques to their sales behaviours and actions
- Demonstrate how to build rapport quickly, with a wide variety of customers using NLP and customer psychologies strategies
- Describe how to match product solutions to customers individual needs and buying preferences
- Demonstrate how to avoid and overcome customer objections and gain commitment to the sale
- Detail how to close a sale effectively
- List the techniques to turn customers into long term business relationships
- Display advanced negotiation techniques using NLP

Content

A sample of what is covered includes:

Recap of the Sales Process

- Understanding how and why customers buy
- Recap the Buying Process and the Sales Process
 - Establishing and building rapport
 - Establishing customer needs and the potential needs of the organisation
 - Presenting the solution to match customer needs
 - Handling and overcoming objections effectively
 - Developing a range of closing techniques to meet individual sales situations

Advanced communication techniques

- Advanced rapport building skills
- Language and body language
- Advanced questioning and listening at the next level
- Investigating and problem solving for the customer

Influencing clients to make positive sales decisions

- What is persuasion and influence?
- Defining persuasion and influence
- The qualities of a successful persuader
- Push vs pull persuasion styles and the behavioural implications of both when persuading
- Perception - how you perceive situations and how others may perceive you
- The identification of individual "filters" and how to overcome these
- The power of positive thought - getting prepared for the persuasion discussion
- The Elements of Influence

Influencing Strategies

- Your preferred style
- A framework for influencing strategies
- Choosing the appropriate strategy (8 Steps)
- **Expanding Your Power Base**
 - The six types of power
 - Referent
 - Information
 - Expert
 - Legitimate
 - Reward
 - Coercive
 - Extending your personal power
- **Robert Cialdini - The Secrets from the Science of Persuasion**

NLP and selling

- Understanding that customers are different and need to be treated accordingly
- Different motivating drivers
 - Moving Away and Moving Towards
 - Matchers and Mis-matchers
 - Big Picture and Jigsaw
 - Internal and External checkers
- The impact of language
- Body language and advanced selling techniques
- Transactional Analysis
- Self-awareness
- Developing the right attitude
- Creating a positive mental attitude using NLP

Advanced negotiation skills

- Recap of the negotiation process
 - Variables, tradeables and USP's
 - If I...then will you...
 - Moving forward after the negotiation
- Dealing with challenging behaviours and difficult negotiators

