

Essentials of Selling

Introduction

This course will look to provide insights into the various sales approaches / methods available to sales staff. It will enable them to find potential new customers, make appointments, contact and manage profitable business relationships in a professional manner, understand what motivates the customer to do business and how to drive sales activity and control the sales meeting for a positive outcome. It will ensure they are able to negotiate to achieve the maximum profits, whilst maintaining a happy customer. It will look at planning for long term sales success and profiling clients to ensure they are spending their time on the right accounts. It will also enable participants to provide an excellent after sales service, thereby ensuring client loyalty and referrals.

Objectives

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

- Prepare a prospecting plan for gathering new clients
- Effectively book appointments from warm and cold leads
- Prepare for the sales meeting
- List the potential objectives for a sales meeting
- Explain the right attitude to have prior to a sales meeting
- Explain and demonstrate the sales process
- Explain the customers buying process
- Construct effective questions to use in a sales meeting and actively listen to the customer's responses
- Demonstrate the impact of verbal and nonverbal communication
- Explain the different buying preferences of customers linked to their personality style profile
- Describe how to match product solutions to customers' individual needs
- Demonstrate how avoid and overcome customer objections to gain commitment to the next step
- Demonstrate commercially profitable negotiation skills
- Show how to close a sale effectively
- Explain an effective after sales strategy

Content

A sample of what is covered includes:

Business awareness

- Effective customer research -
- Targeting new clients
- Assessing customer alternatives and potential competition
- Generating warm leads as opposed to cold calling

Profiling clients

- Pareto principle - the 80/20 rule
- Key accounts vs. stock accounts
- Profit and time
- Growing potential accounts

Professional telephone skills and appointment booking and qualifying

- How to make business calls
- Creating warm leads from cold leads
- Getting past gatekeepers
- Qualifying the lead
- Developing a personalised structure for booking appointments to gain confidence
- Understanding when an appointment isn't viable
- Analysing the potential needs of the customer's organisation and starting discovery before we meet
- Establishing potential needs
- Assessing the motivations of the customer

Appointment preparation and planning

- Preparing your materials
- Preparing yourself
- Preparing your information and what you are going to say
- Understanding the process

Personality styles

- What are the 4 social styles?
- Self-profile to find out your own personality style
- Analysing different customer types and how to deal with them

The sales meeting

- The Sales Process - 4 stages
 1. Building rapport quickly
 2. Finding out/needs identification/discovery
 3. Presenting the product / solution
 4. Closing the sale with confidence

Negotiation skills

- Why do we negotiate?
- Variables, tradeables and USPs
- If I...then will you...
- Simple 4 stage process
- Moving forward after the negotiation

After sales activities

- Maintain the relationship with the customer to create repeat sales
- Asking for referrals

