

OVERVIEW:

Successful Selling for Business

Sales professionals must continuously challenge their commitment, embrace change, expand their knowledge, and refine their expertise. To build profitable relationships, they should position themselves as valuable resources, offering guidance and encouragement.

Module 1

Getting Started

Today's customers buy differently, and so sales professionals must sell differently.

This programme highlights the need for a more collaborative approach; the sales professional's desire to develop long-term, high-trust customer relationships rather than simply making one-shot sales. The entire approach is based on non-manipulative behaviours that create winning solutions for both buyer and seller all the time, every time.

- The low-trust approach versus the high-trust approach
- The relationship cycle: plot where you are on your sales journey with each potential client

Module 2

Effective Listening

Listening to and acknowledging others might seem deceptively simple. Doing it well requires skill. As with any skill, active listening comes with plenty of practice. Active listening is essential if we wish you communicate effectively. You can't sell unless you understand your customers' needs. You can't manage unless you understand your team's thinking. You can't gain team consensus unless you understand their feelings. Understanding is everything!

Outcomes:

- Listen to understand: gain a clear picture of people's needs and concerns
- Question to uncover needs
- Check that understanding is correct and pertinent
- Understand the impact of filters and what to do about them



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Module 3

Develop Profitable Relationships

There's no doubt about it - people are different. As a result, most of the conflict that occurs between people at work and at home is due to certain inborn differences in the way they think and go about doing things. Whether in business or personal life, it is relationships with others that determine success. This is the equivalent of learning a new language.

- Apply insights into human behaviour: your own and that of others
- Understand the behaviours that make up dominant and secondary personality styles
- Switch off defence mechanisms when faced with negative comments and actions from others
- Develop profitable relationships with your existing and potential clients

Module 4

Initiate and Establish the Relationship

Initiating relationships in sales involves making a positive first impression and establishing trust. This starts with research, understanding the prospect's needs, and reaching out in a way that resonates with them. Sales professionals should focus on being authentic, offering value, and engaging prospects with meaningful conversations. By showing empathy and a genuine desire to help, they can effectively open the door to a strong, productive sales relationship.

Outcomes:

- Intent versus content
- Master networking:
 - * Understand people
 - * Effective influencing skills
 - * How to create conversations
 - * Be agreeable with everyone
- Priority management
- Goals and targets
- Helpful ways to generate leads
- Developing the approach



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Module 5

Gather Needs and Values

Potential clients have values they want considered, needs they want met, objectives they want to accomplish. These influence their buying strategies so we need to build rapport with our prospects. Without rapport, buyers are less likely to share their goals or admit their problems.

Sales professionals need to help buyers turn admitted problems into goals. The only way these can be identified is through the ability to ask meaningful, well thought-out questions, while respecting and understanding the fundamentals of needs discovery.

Outcomes:

- The five fundamentals of needs discovery
- A thorough needs analysis 101

Module 6

Develop and Present Solutions

If you have followed every step in the relationship cycle, and helped the buyer to decide that they need the capabilities of your offering, then you have a solution. If, on the other hand, through enthusiasm, impatience or expertise, you are projecting your 'assumed solution' onto the buyer, then you don't have a true solution.

Blinding your prospect with your product knowledge, the numerous features of your product or using every 'closing technique' known to man is not the way professionals in sales close deals. If you are confident that your product or service can fulfill the prospect's values and needs, and the buyer has said you have the solution, then your presentation should be like offering a well thought out gift to a friend.

Outcomes:

- Structure convincing proposals
- Presenting the solution
- The hurdles along the way
- Leading the client to the next step

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Module 7

Monitor, Review and Add Value

This is where the relationship with your client begins; the point where you can now begin to build trust and guarantee future business. Being able to identify the dynamics of your current business relationship will help sales professionals focus their efforts and reach maximum effectiveness and productivity.

Outcomes:

- From professional to partnership level
- Establishing position
- The cost of acquisition versus the cost of retention
- Client share versus market share

Testimonials . . .

“Hi Flee, just wanted to say big thanks for your guidance in the course. I really enjoyed it and keep catching myself midsentence, thinking – what did Flee say? Oh yes, then I would undo, and rephrase . . . I have not had a dull moment since the course (even during the course), but I will make time soon to review and refresh all the notes to ensure I apply as much as I can. I really gained a lot from it, especially being aware of interacting with the different personality types!”

SENIOR SALES SPECIALIST
DIMENSION DATA

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The Relationship Cycle . . .

