



THE SALES EDGE

- ✓ Increase Sales Revenue
- ✓ Increase Market Share



THE OUTCOMES

Developed to apply
at ALL levels of
sales experience,
The Sales Edge
course challenges
Participants to further
develop their skills,
their attitudes and
their edge, to achieve
even greater results.

This course is designed to assist sales professionals:

- Increase their sales revenue
- Increase their market share
- Improve skills in generating leads and identifying new customers and market opportunities
- Enhance their presentation skills
- Improve effectiveness in handling objections and overcoming stalls
- Increase their ability to develop successful on-going customer relationships
- Improve their self-management to become highly productive sales professionals
- Develop greater confidence and positive expectancy
- Achieve SIR30316 - Certificate III in Business to Business Sales upon successful completion of all assessment activities

OVERVIEW MEETING

Course and Competency
Overview

Mentor and Participant Review

Draft Win-Win Agreement
Goals

Success Concept

Feedback Online Process
(FBOL)

Application

MODULE 01

ACCEPTING THE CHALLENGE

The Importance of Professional
Selling

Developing The Sales Edge

Professional Selling as a Career

The Total Person® Concept

Characteristics of Successful
Salespeople

Preparing for Improved Sales
Performance

MODULE 02

KNOWING YOUR CUSTOMERS AND YOUR MARKET

Increasing Sales

The True Value of Customers

Determining Your Overall Market

Determining Your USP

Developing Your Potential

Selecting a Target Market

MODULE 03

FINDING QUALITY PROSPECTS

Identifying Your Best Prospects

Methods of Prospecting

Prospecting Through Referral and
Strategic Alliance

What Level of Relationship is
Required?

Who Within the Organisation
Influences the Buying Decision?

Obstacles to Professional Referral
Prospecting

MODULE 04

DEVELOPING EFFECTIVE APPROACHES

Planning Your Approach

Clarifying Your Objective

Select the Most Appropriate
Approach Method

Secure the Appointment

Consolidate the Appointment

Preparing for Telephone Calls

Leaving Messages

The Communication Cycle

MODULE 05

IMPROVING COMMUNICATION TO INCREASE PERFORMANCE

Planning Your Message

Involving and Engaging Others

Effective Questioning Techniques
for Sales Interviews

Listening for the Total Message

MODULE 06

PLANNING SUCCESSFUL SALES PRESENTATIONS

Focus on the Prospect's
Self-interest

Why have a Planned Interview
Process?

Developing Your Interview and
Presentation Process

The Rapport Stage

The Discovery Stage

The Solution Stage

The Action Stage

MODULE 07

TURNING OBJECTIONS INTO SALES

Understanding the Most
Common Types of Objections

Understanding Less Common
Types of Objections

Handling Objections

Handling the Price Objection

Other Methods for Handling
Objections

The Importance of Attitude

MODULE 08

THE KEYS TO CLOSING SALES

Introduction

Recognising Buying Signals

Nine Emotional Keys to
Successful Closing

Understanding the Nature of
Stalls

Handling Stalls

Making the Most of Each Sales
Opportunity

The Power of Positive Expectancy

MODULE 09

MID COURSE REVIEW WORKSHOP

Review of Progress to Date

- Learning
- Win-Win Agreements

Preparation for Mid-Course Review Discussion

Possible Win-Win Agreement Goals for Second Half of the Course

MODULE 10

EXTENDING THE CHALLENGE

Sharpening your Sales Edge

The Dynamics of Customer Relationships

Identifying Customer Value

Understanding what Determines Good Customer Relationships

Sharpening your Sales Edge Through Personal Leadership

MODULE 11

BUILDING PROFITABLE ONGOING CUSTOMER RELATIONSHIPS THROUGH EXCEPTIONAL CUSTOMER SERVICE

The Importance of Customer Service

Universal Customer Needs

Seven Ways to Increase Your Sales Through Personalised Customer Service

Evaluating Customer Satisfaction and Experience

The Power of Service Level Agreements

Dealing with Complaints

Sharpening your Sales Edge Through The Power of Enthusiasm

MODULE 12

THE POWER OF SALES INTELLIGENCE

The Importance of Sales Intelligence

Types of Sales Intelligence

Sharpening your Sales Edge by Developing your Speaking and Presentation Skills

Preparing your Presentation

Delivering your Presentation

MODULE 13

SECURING AND DEVELOPING KEY ACCOUNTS

Key Account Development Process

What Influences Buyers

The Results-Win Theory

Buyer Response Modes

Types of Buyers

Sharpen your Sales Edge through Embracing the Pure Joy of Work

MODULE 14

EFFECTIVELY IMPLEMENTING MANAGING YOUR SALES PROCESS

Understanding the Cascading Commitment Concept

Measuring and Monitoring your Sales Process

Building Relationships

Sharpening your Sales Edge by Improving your Negotiation Skills

MODULE 15

THE ONGOING CHALLENGES OF THE TRUE SALES PROFESSIONAL

Continuous Professional Development

Set Goals for High Achievement in All Areas of your Life

Characteristics of High Achievers

GRADUATION

Project Presentations

Review of Goal Achievements

Awarding of Course Completion Certificates

REFOCUS WORKSHOP

An opportunity for the Participant to reaffirm strategies and evaluate ongoing learning and changes

Report on progress and outcomes of implementation of Participant's Key Account Development Plan

Report on progress and outcomes of implementation of Participant's Sales Plan

Review progress of Professional Development Plan



**Empowered people.
Better results.**

ESSENTIAL ELEMENTS OF THE PROCESS:

Leadership Management Australia (LMA) delivers a process that provides skill and competency development whilst positively impacting the attitudes and behaviours of Participants.

ESSENTIAL ELEMENTS OF THE PROCESS:

- Specific workplace goals for competency development and performance improvement are established in consultation between the Participant and their manager(s)
- A person from within the client organisation is appointed as the Manager/Mentor for the Participant
- Individual support from the LMA Facilitator/Coach guides the Participant's "on the job" application of the learning to the accomplishment of the goals
- Comprehensive resource material including Manuals (including Digital version), Audio files and Plans of Action are provided to the Participant. This enables multi-sensory learning and easy review
- Participants and Manager/Mentors meet to identify measurable results and Return on Investment in Mid and Post Course Review Discussions
- Competency development is enhanced through experiential learning activities and case studies
- Modules are facilitated in an interactive workshop environment
- LMA's unique Feedback Online process provides real time assessment of progress
- Regular communication between the LMA Facilitator/Coach with the Participant and their Manager/Mentor
- Participants present key results and a summary of course accomplishments at a special Graduation Meeting
- Measurement of the Return On Investment achieved by each Participant is provided back to their manager(s)

UNITS OF COMPETENCY:

Successful completion of these units qualifies Participants to achieve SIR30316 Certificate III in Business to Business Sales

CODE	TITLE
SIRWSLS004	Optimise Customer and Territory Coverage
SIRXCEG003	Build Customer Relationships and Loyalty
SIRXCEG005	Maintain Business to Business Relationships
SIRXIND001	Work Effectively in a Service Environment
SIRXWHS002	Contribute to Workplace Health and Safety
SIRXCEG001	Engage the Customer
SIRXCOM002	Work Effectively in a Team
SIRWSLS002	Analyse and Achieve Sales Targets
BSBPEF301	Organise Personal Work Priorities
SIRWSLS001	Process Product and Service Data



NATIONALLY RECOGNISED
TRAINING

Expected course duration: 32 weeks
to Graduation, Refocus session at 40
weeks

SIR30316 Status on National
Register: Current

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