

CREATE SALES SUPERSTARS WITH

Business to business sales



COACH-LED



VIDEO BASED



ALL DEVICES



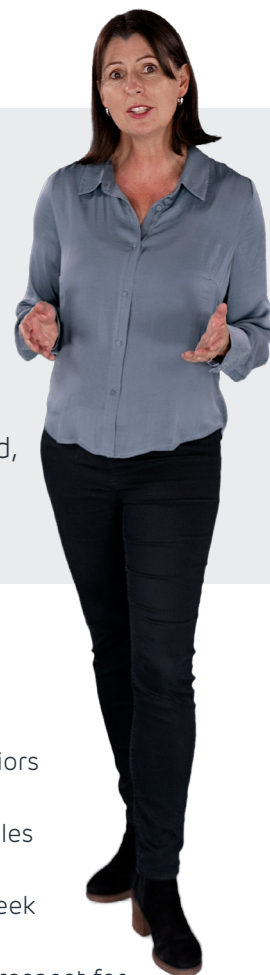
CERTIFICATE



22 HOURS

A strong sales process is crucial in any sales organisation. Understanding what makes a successful salesperson is the first step to becoming one. From setting goals, understanding targets, and planning your month this programme will support your sales teams to smash their targets.

Understanding customers allows salespeople to build solutions that align with the customer's needs. This creates solid, lucrative and lasting relationships. This programme will give your sales team the skills to ask the right questions, respond, and convert more sales in a natural and ethical manner.



Who's it for?

- Sales managers
- Sales representatives

Topics covered

- Getting prepared for account management.
- Managing your day, week and month.
- Becoming a trusted advisor.
- Managing a pipeline.
- Prospecting.
- Qualifying.
- Approaching.
- Analysing needs.
- Presenting the solution.
- Handling objections.
- Closing the sale.
- Following up.

Optional extras

Customised videos, including an intro from your CEO. Filmed with your people and products. Customised video allows you to demonstrate how to use the techniques and to make it yours!

Learning outcomes

After completing this course, as a sales person you will be able to demonstrate the following behaviors with confidence;

- Understanding your role as a sales manager.
- Effectively manage your day, week and month.
- Have a good grasp on how to prospect for new business.
- Manage your sales pipeline at each stage.
- Become a trusted advisor.
- How to qualify an opportunity.
- How to analyse needs effectively.
- Become confident at handling objections.
- Close with confidence using proven closing techniques.
- Effective follow up and managing expectations.

Course outline

The 3 courses contain 24 sessions which each include; a session overview, quiz knowledge checks, long answer workbook questions, practical coach activities, coach check-ins and optional customised videos filmed on-site with your people and your products.

Connect

1. Account management

- Owning your territory
- Networking
- Building a profile

2. Planning your day

- Why do you need to manage your day?
- How to manage your day
- Business before 11
- Traps to avoid

3. Generating leads

- Sales targets
- Building your pipeline
- Generating leads
- Meet and greet
- No decision maker
- Call backs
- Timing is not good

4. How to fill your pipeline

- The discovery meeting
- What does a good pipeline look like?
- Developing and presenting a solution
- Catch up

5. Managing your month

- Let's break it down
- Doing a SWOT analysis
- Weekly plan
- Plan it out

6. Becoming a trusted advisor

- Methods of selling
- Trusted advisor
- Value is different to price
- Creating value
- Keys to becoming a trusted advisor

Influencing

7. Generating leads and filling your pipeline

- What is prospecting
- The sales pipeline
- Your target market
- Generating leads
- The elevator speech
- Getting an appointment
- Happy with our current supplier
- Call reluctance

8. Qualifying your leads

- Setting qualifying criteria
- Identifying a need
- Finding budget
- Finding the decision maker
- Communication skills
- Developing listening skills

9. How to approach your prospects

- First impressions
- Shaking hands
- Opening the conversation
- Don't pitch
- How much does my customer know?
- Leaving a message

10. Analysing your client's needs

- Uncovering needs
- The questioning process
- Decision making criteria
- Unique selling proposition

11. Presenting your proposal

- Key information
- Preparation and practise
- The format
- 4 part presentation
- Question and answer session

12. Handling objections

- Trial close
- Common objections
- Uncovering objections
- Dealing with objections

13. Closing the sale

- Why don't we close?
- Common buying signals
- Closing methods
- Other ways to close

14. Following up with your client

- Emails
- Phone
- Account management
- Customer complaints

Consult

15. Getting prepared to sell

- Missed opportunities
- Numbers game
- Challenging limiting beliefs
- Ethical sales people
- Personal motivation

16. Generating leads

- Keeping your pipeline full
- Key accounts
- The diamond model
- Value of key accounts
- Creating the relationship
- Long term account planning

17. Qualifying your leads

- Should you pursue?
- What to say to the PA
- Communication
- Communicate more effectively
- Barriers to communication

18. Understanding your client's motivations

- AIDA
- The buying cycle
- Customer personality styles

19. How to create a need

- Creating a need
- Proving a benefit
- Facilitative questioning
- Diagnosing the problem
- Body language

20. Presenting your solution with ease

- Trade shows & networking
- Presentation delivery
- Voice and body techniques
- Managing nerves

21. How to handling objections

- Discovery questions
- Dealing with price objections
- Using stories
- Undisclosed objections
- Reading between the lines
- Tips for objection handling

22. Closing the sale

- Negotiation
- Customer expectations
- Time management
- Value of selling time
- Time saving techniques
- Organising your time
- 80/20 rule

23. Follow-up

- Dream it
- Vision
- Plan