

## **“Beyond Order Taking” Selling Techniques for Professionals**

**Duration: 4 days (2 x 2 days) + Follow Up**

**Selling is a profession, not just a job, and there is a world of difference between a professional salesperson and someone who merely takes orders.**

### **Who is this workshop for:**

All those people who have to make their living by selling professionally in a Business to Business (B2B) environment.

The highly practical workshop consists of 2 modules, each of 2 days duration. This has the advantage of allowing the groups to work into the evening of the first day of each module if required. Even those with many years previous experience are likely to learn something new and to be reminded of some things they may have forgotten.

Participants should bring with them details of two current sales situations in which they are engaged. These will be used throughout the programme as specific plans to progress these situations are developed and rehearsed.

### **Outline**

<p><b>Module 1:</b> <b>Day 1.</b></p> <ul style="list-style-type: none"> <li>• Introductions <ul style="list-style-type: none"> <li>○ Aims and objectives (including those of the participants)</li> </ul> </li> <li>• Call Planning <ul style="list-style-type: none"> <li>○ Objectives</li> <li>○ Opening Statements</li> <li>○ Support Materials</li> <li>○ Anticipating the Issues</li> </ul> </li> <li>• Making the Right Impression <ul style="list-style-type: none"> <li>○ The 1<sup>st</sup> 4 minutes of every interaction sets the tone. How to capitalise on the opening exchange</li> </ul> </li> <li>• Opening the Call <ul style="list-style-type: none"> <li>○ 3 types of opening</li> <li>○ Being natural</li> </ul> </li> <li>• Structured Questioning Techniques <ul style="list-style-type: none"> <li>○ 4 types of question</li> <li>○ 5 uses of questions</li> </ul> </li> <li>• Establishing Needs <ul style="list-style-type: none"> <li>○ Active Listening</li> </ul> </li> <li>• Qualifying <ul style="list-style-type: none"> <li>○ Establishing the quality of the opportunity</li> <li>○ Can we win ?</li> </ul> </li> <li>• Basis of Decision <ul style="list-style-type: none"> <li>○ How will they decide ?</li> </ul> </li> </ul>	<p><b>Module 2:</b> <b>Day 1.</b></p> <ul style="list-style-type: none"> <li>• Review of Action Plans – progress to date</li> <li>• Buyers Motivations <ul style="list-style-type: none"> <li>○ Results vs Wins</li> <li>○ Conflicting Goals</li> </ul> </li> <li>• Psychology of Selling (Influencing) <ul style="list-style-type: none"> <li>○ Different personality types and how to work with them</li> </ul> </li> <li>• Handling competition</li> <li>• Trusted Advisor Concepts <ul style="list-style-type: none"> <li>○ Moving up the value ladder in the customers eyes</li> </ul> </li> </ul>
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(Module 1 continued)

**Day 2.**

- Benefits vs Features
  - The "So What" Test
- Closing the call
  - Summaries
  - 2-Way Action Plans
- Getting to Decision Makers
  - Who and how
  
  - What makes them tick ?
- Handling Objections
  - Anticipating
  - Attitude
  - Methodology
- Why Should Customers Choose You ?
  - What are the value areas ?
  - What makes YOU so special ?
- Closing the sale – professionally
- Action Plans

(Module 2 continued)

**Day 2.**

- Negotiating to Win
  - Principled Negotiation – the long game
  - Separate the People from the Problem
  - Generate Options
  
- Account Management
  - Establishing and Building the long-term relationship
- Action Planning
  - The next steps
  - What are YOU going to do ?

**Follow Up.**

Approximately 6 weeks after completion of the programme, the tutor will be in 1:1 contact with each participant to review their progress against their Action Plan. This is an opportunity to celebrate success, remind participants of key ideas and to offer immediate support to overcome any difficulty with implementing the lessons which were learned.