

# 1 Increase Sales Opportunities

KPI Programme : 4 Half-Days

## OVERVIEW

### Multi-channel introductions

Clients are busier with more sales people trying to speak to them than ever before. This is making them more averse to cold calls and in need of something different from the salesperson they choose to prioritise.

### Tailoring your conversation

It is two times as likely that a client will buy from you if they can see the personal value to them of your solution compared to the value to their company. Tailoring every interaction to your clients' world is crucial to make it easy for them to choose you.

### Questioning to change behaviour

To act on your conversation, clients need to see why they should shift from their status quo. Just diagnosing needs is not enough, your role is to help the client understand and redefine their real needs.

### Planning client interactions

Professionalism is the number one thing that clients look for from the sales experience - they need conversations that are worth paying for. Salespeople need to drive increased revenue from new and existing clients. A planned, thought-out approach is your short-cut to success.

## CONTENT & OUTCOMES

### In this module you will:

- Explore the real (and surprising) objective of client introductions
- Create the introduction your client needs from you
- Adapt your approaches for different methods of communication

**Outcome: Clients prioritise your conversation over others**

### In this module you will:

- Identify and plan for different contacts in your client-base
- Create specific client personas with do's and don'ts from the sales experience
- Consider your current approaches and how you can have the greatest impact on these personas

**Outcome: Clients are more connected, engaged and able to take-action from the conversation**

### In this module you will:

- Understand why you are asking each question and how to lead the conversation where you need it to go every-time
- Learn an incredibly powerful framework of questioning to shift beliefs
- Find out the key approaches for opening your client up

**Outcome: A sales conversation that gives your client a new way of thinking**

### In this module you will:

- Learn how to identify and find high-value potential accounts
- Consider the importance to the salesperson and the client of a planned approach
- Work on real account plans and look at strategies for fast growth

**Outcome: A more professional and structured approach to driving sales**