

2 Increase Average Order Value

KPI Programme : 4 Half-Days

OVERVIEW

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.

Pitching

Making decisions in B2B is personally risky for your client and trust is key to how they choose. Pitching in the right way, aligning your brand with client needs, has become far more important than ever before.

Assertive Negotiation

Negotiation is often a key part of the buying and selling conversation. However, many salespeople view the negotiation from their own perspective which often drives the wrong negotiation choices.

Growing accounts from within

It is far more likely you will increase revenues by expanding within current clients rather than always searching for new business. Account growth depends on service and results, not just a good pitch.

CONTENT & OUTCOMES

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:

- Understand why your brand exists and how to message this to your client in the most powerful way
- Learn two powerful and unique approaches to position and pitch your brand
- Come away with a ready to use toolkit for aligning your specific brand

Outcome: Greater client buy-in to your brand

In this module you will:

- Learn why your clients negotiate, how to avoid it and how to adapt your approach dependent on theirs
- Find out where you stack up against the benchmark from the strongest negotiators
- Learn a powerful and simple framework for planning and running your negotiations

Outcome: Less negotiation, higher yields

In this module you will:

- Learn what clients need from you to rebook and buy more
- Create a structure for your client relationship to develop more business
- Learn a powerful methodology for any client conversation to grow revenues

Outcome: More consistent client growth