

3 Increase Conversion Rates

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.

Proposals for the decision-making group

For your client, the toughest part of the buying process starts when you leave. On average, they will need to convince 5.8 other stakeholders before any decision can be made. The right proposal can make this process much easier.

Selling and closing with assertiveness

However strong your sales skillset has become, your behaviour with a client will always have a huge impact. Clients need to make confident decisions and be persuaded around potential results. The strongest salespeople instil confidence in the client by being proactive and assertive to move the sale through to the close.

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:

- Take a deep-dive into the journey a proposal needs to go on and the objectives it needs to achieve
- Understand the impact your current proposals are having on your clients and what is missing
- Create a unique and incredibly powerful structure for your proposals which you can use instantly

Outcome: Higher quality proposals which speed up decisions

In this module you will:

- Explore the current impact you have in client interactions and identify work-on areas
- Learn the most powerful and influential ways to be assertive in your sales conversations
- Create powerful ways to control the conversation and close

Outcome: Stronger control of the sales conversation and closing process