

4 Reduce Conversion Times

KPI Programme : 4 Half-Days

OVERVIEW

Proposals for the decision-making group

The toughest part of the buying process for your client starts when you leave. On average they will need to convince 5.8 other stakeholders with a compelling business case to drive the decision through their business quickly and easily. The right proposal can make this simple and easy.

Speeding up decisions

Convincing 5.8 internal stakeholders to buy something new is a risk for even the bravest client. Selling internally is not easy and in most cases the likelihood of a deal going through, and going through quickly, can dramatically increase if you work as a team with your client.

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.

Assertive Objection Handling

Client objections are far too frequently caused or strengthened by what the salesperson does, without them realising. Dealing with an objection in the right way - the way a client needs you to - will be the difference between a deal closing or not.

CONTENT & OUTCOMES

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:

- Understand the challenges they will face and what they need to do to make this process seamless
- Come away with a toolkit for helping your client pre-empt these challenges and partner with you to convince internal stakeholders quickly
- Identify what actions need to be taken with your different client accounts to speed up decisions

Outcome: Positive client decisions more quickly

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

In this module you will:

- Learn why clients object, how to avoid them, and psychologically what they need from you to overcome them
- Develop a powerful structure to deal with any client objection
- Come away with ready-made objection handling toolkits for your most common objections

Outcome: Fewer objections and more consistency in overcoming them