

Sales Guru Programme

Level 3: 6 Half-days

OVERVIEW

3.0 Launch / Recap

This module will usually act as a recap of content from previous modules on the Sales Legend Programme. Occasionally, it will act as a launch to understand the way clients buy and how the strongest salespeople are approaching sales very differently to most.

CONTENT & OUTCOMES

In this module you will:

- Recap and refresh on previous content and approaches, or alternatively:
- Explore research into how your clients buy and what top sales professionals are doing differently
- See how you measure up against today's top-performing salespeople

Outcome: A clear picture of what works in sales and readiness for the next set of modules

3.1 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.

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

3.2 Insight selling

Clients need to feel safe making new decisions and need compelling reasons to change from their status quo. To be able to convince other internal stakeholders, they need a business case for change. Clients need to know why and how they should make decisions and the more proof you can give them the easier that is.

In this module you will:

- Learn the types of insights you clients need to make your conversation worth paying for
- Work out the insights that will have the greatest impact on your client conversations
- Understand how to structure your insight delivery to change client behaviour and beliefs

Outcome: Provide a sales conversation worth paying for in itself

3.3 Presenting with charisma

The more experienced you become in sales, the more likely presenting will become a core part of how you communicate. The way you come across to your client is key to how much they buy-in to you and your company. With charisma, structure and the right message you can take your client on the right journey every time.

In this module you will:

- Explore your personal strengths and work-on areas from the clients' perspective
- Understand how to message and structure your presentation in a way that will make it easy for the client to buy
- Learn ground-breaking techniques to dramatically improve your charisma levels

Outcome: Strong personal impact on clients

3.4 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.

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

3.5 Presenting in practice

To deliver presentations that influence the audience and create maximum impact, takes practice. In this follow-up module to "Presenting with Charisma", we work with small groups to perfect pre-prepared business presentations.

In this module you will:

- Deliver a pre-prepared business presentation for review and critique on content, structure and style
- Experience different presentation styles and approaches to learn from others
- Develop your personal areas of strengths and focus on areas that require more work

Outcome: Consistent presenting impact