

# Sales Legend Programme

## Level 2: 6 Half-days

### OVERVIEW

#### 2.0 Launch / Recap

This module will usually act as a recap of content from previous modules on the Sales Star Programme. Occasionally, it will act as a launch workshop to explore 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**

#### 2.1 Tailoring your conversation

It is twice 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 client's world is crucial to make it easy for them to choose you.

#### 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**

#### 2.2 Selling with stories

Stories are 22 times more memorable than stats and figures. The right stories teach people why to change and how to choose. B2B buyers have to be two times more emotionally connected to your brand than B2C decision makers. Stories are your way to deliver an entirely new and enlightening conversation to your client.

#### In this module you will:

- Learn why stories are so powerful in B2B sales and their different uses
- Find out how to create and structure stories that teach and sell
- Create real stories for your clients that can be used immediately

**Outcome: Salespeople who are able to shift client beliefs at a far deeper level**

#### 2.3 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.

#### 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**

#### 2.4 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.

#### 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**

#### 2.5 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.

#### 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**