

Sales Star Programme

Level 1: 6 Half-days

OVERVIEW

1.0 Today's Buyers and Sellers

The way clients buy has changed significantly and the strongest salespeople are taking a very different approach. It's vital to know where you are against the best in the industry to allow you to focus on the most impactful areas to get the best results.

CONTENT & OUTCOMES

In this module you will:

- Understand the significant changes in the way your clients buy
- Explore research into what top sales professionals are doing differently
- See how you measure up against today's top-performing salespeople

Outcome: A structure and approach to excel in sales

1.1 Multi-channel introductions

Clients are busier with more sales people trying to speak to them than ever before. This is making them more averse to cold calls and in need of something different from the salesperson they choose to prioritise.

In this module you will:

- Explore the real (and surprising) objective of client introductions
- Create the introduction your client needs from you
- Adapt your approaches for different methods of communication

Outcome: Clients prioritise your conversation over others

1.2 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.

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

1.3 Pitching

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

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 company
- Come away with a ready to use toolkit for aligning your specific brand

Outcome: Greater client buy-in to your brand and company

1.4 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.

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

1.5 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.

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