FLUME
SALES TRAINING

Digital selling for a changed world
7 Half-days

OVERVIEW

CONTENT & OUTCOMES

1.0 A benchmark for excellence in selling digital

Everything has changed, audience behaviour, client decision-making and the platforms that can be bought. This is a huge opportunity and the strongest salespeople are adapting to this new situation and taking a very different approach. A new benchmark is being set.

In this module you will:
- Understand the significant changes in the way clients make decisions
- Explore research into what top sales professionals are doing differently
- See how you measure up against today's top-performers

Outcome: A structure and approach to excel in digital sales

1.1 The case for digital solutions

Digital solutions have quickly become an urgent opportunity for salespeople. However, many clients are naturally sceptical and inundated with new solutions. Being able to help clients understand and clearly articulate the value and impact of the digital solution has never been more important.

In this module you will:
- The differences and parallels between your traditional offering and digital
- Digital jargon buster
- How to create and measure digital campaigns

Outcome: Salespeople who understand and can articulate the role of digital channels in the audience journey

1.2 Co-creating recommendations

Solutions are becoming more complex and that makes them harder for your client to understand and sell-on internally. It is 10x more likely a client will buy from you if they are involved in creating their solution.

In this module you will:
- Understand what makes recommendations work
- Learn a framework for co-creating recommendations
- Learn how to run effective creative discussions

Outcome: Greater buy-in to recommendations from clients

1.3 Introductions: Driving client engagement

Clients are busier with more sales people trying to speak to them about digital solutions 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

1.4 Questioning: Leading the client discussion

To act on your conversation and prioritise digital solutions, 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 helps your client prioritise digital solutions right now

1.5 Pitching: Making your digital solution stand out

Making decisions in B2B is personally risky for your client and trust is key to how they choose. Pitching your digital solutions in the right way and aligning your brand with the client's needs has become 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 digital solutions

1.6 Proposals: Co-creating a water-tight business case

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 digital proposals which speed up decisions