

# Selling in a Changed World: Programme 1

## Level 1: 6 Half-days

### OVERVIEW

#### 1.0 Today's Buyers and Sellers

This crisis has fundamentally changed the way buyers behave and sent a shockwave through our industry. These changes will be long lasting, if not permanent. So far, most sellers have failed to adapt. What will work in this changed world is very different and sales people need to urgently adapt if they are to succeed.

### CONTENT & OUTCOMES

#### In this module you will:

- Understand the significant changes in the way your clients buy since the crisis began
- Explore research into what top sales professionals are doing differently
- See how you measure up against the top-performing salespeople right now

**Outcome: A structure and approach to excel in sales in a changed world**

#### 1.1 Introductions: Driving client engagement

Buyers are busier than ever before, their roles have changed and they have more sales people trying to speak to them. This is making them more averse to cold calls. They will only prioritise salespeople who offer something different and connect in the right ways.

#### In this module you will:

- Explore the real (and surprising) purpose of client introductions
- Create the messaging your client need from you to engage in a new conversation
- Discover how to harness the power of LinkedIn

**Outcome: Clients prioritise you and engage in a new conversation**

#### 1.2 Questioning: Leading the client discussion

Deeply understanding your client and helping them identify their real needs has become more crucial than ever before. Leading a powerful discussion with your client about their changed role, their business needs and helping them see a way to navigate their way through this challenging time, has never been more important.

#### In this module you will:

- Understand how to immediately connect with your client and lead the conversation to where you and the client need it to go
- Learn an incredibly powerful framework for questioning that shifts beliefs
- Identify game-changing approaches to deeply understanding your client's and their real needs

**Outcome: A sales conversation that, for the client, is worth paying for in itself**

#### 1.3 Pitching: Making your solution stand out

86% of B2B clients don't see a big enough difference between solutions to pay more for one. Now that they are being bombarded with so many new possibilities, this problem has been dramatically magnified. Leading your client to prioritise your solution is crucial.

#### In this module you will:

- Understand why your solution exists and how to message this to your client in the most powerful way right now
- Learn powerful and unique approaches to position and pitch your solution
- Come away with a ready to use toolkit for aligning your specific solution

**Outcome: Greater client buy-in to your solution**

#### 1.4 Proposals: Co-creating a water-tight business case

For your client, the toughest part of the buying process starts when you leave. With budgets cut and buying decisions under more scrutiny than ever, a water-tight business case that convinces the entire decision-making group is vital to drive a deal through to 'closed won'. The right proposal, created for the right people in the right way makes this simple and easy.

#### In this module you will:

- Take a deep-dive into the journey a proposal and exactly what your client needs it to achieve
- Understand the impact your current proposals are having on your clients and what is will stop it leading to the close
- 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

Clients need to be braver than ever if they are to recommend new solutions to their business. To close an opportunity, the salesperson must instil the buyer with confidence so that they can drive the decision through the wider decision-making group. Only with the right behaviour and attitude can salespeople control the buying and sales process and drive deals over the line.

#### 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**