

Selling in a Changed World: Programme 2

Level 2: 6 Half-days

OVERVIEW

2.0 Sales Excellence today

This module will act as either a recap of the Programme 1 or a launch workshop to explore the way today's clients buy and how the strongest salespeople are approaching sales.

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

Today's B2B buyers are busier, and more risk averse than ever before. They will only buy from you if they can see personal value in your solution. Tailoring every interaction to your client's changed world is therefore crucial if they are 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 changed sales experience
- Consider your current approaches and how you can have the greatest impact on these personas in their changed world

Outcome: Clients are more connected, engaged and able to take action from the conversation

2.2 Selling with stories

More than ever, clients are looking to make safe decisions. They need to trust that whatever you're selling is going to work. Facts, figures and stats are good, but they don't create the emotional response needed to drive change. Stories are 22x more memorable than stats and figures. The right stories teach people why to change and how to choose.

In this module you will:

- Learn why stories are more powerful than ever before and how they can be used
- 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 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

2.4 Speeding up decisions

The wider decision-making group is growing and becoming more senior. This makes buying something new very risky for even the bravest client. Selling internally has become harder for clients so it's vital that sales people help them navigate the process.

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 how to quickly move opportunities in your pipeline to 'closed won'

Outcome: Positive client decisions more quickly

2.5 Assertive Objection Handling – Turning 'no' into 'yes'

There are more reasons than ever for clients to say 'no'; however, many objections are caused or strengthened by what the salesperson does. Dealing with an objection in the right way - the way a client needs you to - can 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