

Selling in a Changed World: Programme 3

Level 3: 6 Half-days

OVERVIEW

3.0 Sales Excellence today

This module will act as either a recap of the previous programmes 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

3.1 Planning client interactions

With so much choice and so little time, today's clients need conversations that deliver so much value that they are worth paying for in themselves. A planned, thought-out approach has never been more important.

In this module you will:

- Learn how to identify and find high-value potential accounts
- Consider the importance of a planned approach for both the salesperson and the client
- Work on real account plans and look at strategies for rapid growth

Outcome: A more professional and structured approach to driving sales

3.2 Insight selling

Making new buying decisions is riskier than ever for clients so they need compelling reasons to change and complete confidence that the solution is going to deliver results. They need a business case for change if they are to be able to convince other internal stakeholders. Clients need to know why and how they should make decisions and the more proof you can give them, the easier that is.

In this module you will:

- Learn which insights will deliver value for your clients
- Work out which insights will have the greatest impact on your client conversations
- Understand how to deliver insights so that they change your client's beliefs and behaviour

Outcome: Provide a sales conversation that's worth paying for in itself

3.3 Presenting with charisma

Clients have more choice today than ever before and it is the sales experience that has the greatest impact on who they will choose. Presenting is often a core component of that sales experience so nailing it is vital. With charisma, structure and the right message you can take your client on the right journey every time.

In this module you will:

- Explore your personal strengths and work-on areas from the client's perspective
- Understand how to message and structure your presentation in a way that will make it easy for the client to say 'yes'
- Learn ground-breaking techniques to dramatically improve your charisma levels

Outcome: Strong personal impact on clients

3.4 Retaining and growing accounts

The average relationship between buyer and seller is getting shorter. Retaining and growing accounts is getting harder but it's still a more efficient way to increase revenues than always searching for new business. Having a bullet proof approach to account retention and growth is vital.

In this module you will:

- Learn what clients need from you if they are to rebook and buy more
- Create a structure for the client relationship that leads to more business
- Learn a powerful methodology for any client conversation to grow revenues

Outcome: Better client retention and consistent account growth

3.5 Assertive Negotiation

With budgets under pressure and with huge amounts of competition, negotiation is becoming an ever more important component of the sales conversation. However, too often salespeople approach negotiation in the wrong way resulting in poor outcomes.

In this module you will:

- Learn why your clients negotiate, how to avoid it and how to adapt your approach
- Find out where you stack up against the strongest negotiators
- Learn a powerful and simple framework for planning and running your negotiations

Outcome: Less negotiation, higher yields