

OVERVIEW

3.0 Today's Buyers and Sellers

The way buyers behave has changed and the importance of a delivering a stand-out sales approach has magnified. Most salespeople are making it tough for their clients to buy, but top performers are consistently delivering a very different sales experience.

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 and how you measure up
- Learn a ground-breaking way to plan and deliver a best in class sales experience

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

3.1 Mastering Social Selling

90 percent of top decision-makers say they never respond to cold calls (HBR). Social selling is the art of using social media to find, connect with, understand, and nurture sales prospects. It's the modern way to develop meaningful relationships with potential customers so you're the first person or brand a prospect thinks of when they're ready to buy.

In this module you will:

- Explore why your clients and prospects need you to master social selling
- A game changing structure for managing and mastering social selling
- A cutting edge approach to creating engaging and powerful content and messaging

Outcome: Become a social selling extrovert who cuts through the noise

3.2 Selling with insights

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

3.3 Powerful presentations

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: Increase the impact of every client presentation

3.4 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