

### OVERVIEW

#### 2.1 Tailoring: Personalising the 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.

### CONTENT & OUTCOMES

#### In this module you will:

- Identify clients with real potential in your specific market
- Create specific client personas tailored to your market
- Learn how to talk your client's language to dramatically increase engagement levels

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

#### 2.2 Storytelling: Selling with emotion

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 Objection Handling: Avoiding and overcoming objections

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**

#### 2.4 Powerful Proposals: Creating a watertight 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: Greater client buy-in to your solution**