

OVERVIEW

1.0 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

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 needs from you to engage in a new conversation
- Learn simple and powerful prompt statements to help you deliver a perfect client focused introduction everytime

Outcome: A standout introduction that will cut-through the noise everytime

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 role, their business needs and helping them see a way to overcome challenges, 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 is fluid and powerful for the sales person and the client

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 Speeding up decisions: Navigating the client DMP

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 salespeople 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