



FLUME
SALES TRAINING

Training Programmes

Sales



OVERVIEW

1 Sales Excellence: Sales Star Benchmark

The biggest mistake a salesperson can make is to look at everything from just their own perspective. By stepping into the shoes of the client, we can adapt our approach to make it easy for clients to buy. In this launch to the Sales Star course, we help teams create a set of easy-to-implement approaches to drive more sales by analysing what top sales professionals do differently.

2 Introductions: Engaging with clients

It's tougher than ever before for clients to say 'yes' to a new meeting. They're being bombarded by sales reps who are all saying they have the biggest, best, most innovative solutions. For them, everything sounds the same, and everything could be a waste of precious time. Standout introductions are a crucial part of the sales process. The strongest reps are selling the value of the connection itself with messages that cut through the noise.

3 Questioning: Leading the client discussion

Clients care about themselves, the challenges they face and the outcomes they need to achieve. For them, these things will always be more important than what you're selling. Today's best salespeople lead powerful discussions focussed on the client's role, business needs and challenges. Then they ensure that any opportunity is properly qualified before confirming the next step.

4 Pitching: Making your solution stand out

86% of B2B clients don't see a big enough difference between solutions to pay more for one. For them, solutions all sound the same and that makes it hard for them to choose. A great pitch needs to be 100% focused on the prospect and make it easy for them to choose your brand and solution.

5 Speeding up decisions: Navigating the client decision-making process

The decision-making group is growing and becoming more senior. This is making 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.

CONTENT & OUTCOMES

Your team will learn how to:

- Shift perspective to understand the significant changes in the way their clients buy
- Align with what top sales professionals are doing differently
- Measure themselves against what great looks like in sales today

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle.

Your team will learn how to:

- Add personal value to customer outreach
- Structure personalised messaging
- Create multi touch, multi-media and multi threaded email sequences

Outcome: More opportunities.

Your team will learn how to:

- Take control of the conversation
- Structure and deliver logical questioning that drives change
- Qualify opportunities in and out

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle.

Your team will learn how to:

- Articulate your brand's purpose
- Deliver high impact, buyer-centric pitches
- Create and deliver client stories in their pitch

Outcome: Increased win rate. Higher average order value.

Your team will learn how to:

- Map stakeholder risks and opportunities
- Lead a discussion to identify and overcome roadblocks
- Co-create a mutual close plan with their customer

Outcome: Shorter sales cycle. Increased win rate.

OVERVIEW

1 Sales Excellence: Sales Legend Benchmark

With decision-making becoming riskier and more complex, clients need a truly personalised sales approach to help them navigate their internal processes and overcome barriers. In this launch to the Sales Legend course, we add to your team's existing sales toolkit to help them take greater control of the sales process.

2 Tailoring: Personalising the engagement

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 changing world is therefore crucial if they are to choose you.

3 Selling with insights: Running a conversation that's worth paying for

Customers want salespeople to bring them new ideas and perspectives. However, with so much information available, they also need salespeople to help them cut through the noise and make the right decisions. Top performing reps drive this process. They use insights to reposition the customer's challenges and lead them to prioritise their points of differentiation.

4 Objection Handling: Avoiding and overcoming objections

There are more reasons than ever before for clients to raise objections. However, what the salesperson says and does can make objections even more likely and more difficult to overcome. Knowing how to prevent and overcome objections can be the difference between a deal closing or not.

5 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.

CONTENT & OUTCOMES

Your team will learn how to:

- Align with what top sales professionals are doing differently
- Make personalisation a core aspect of their sales approach
- Measure themselves against what great looks like in sales today

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle.

Your team will learn how to:

- Gain a deep understanding of their different client personas
- Plan how to engage with different personas
- Prepare for tailored customer interactions

Outcome: More opportunities. Higher average order value.

Your team will learn how to:

- Use insights at each stage of the sales process
- Identify which insights to use for specific customers and situations
- Have the biggest impact when delivering insights

Outcome: More opportunities. Increased win rate.

Your team will learn how to:

- Anticipate and prevent objections
- Create an objection planning framework
- Overcome objections

Outcome: Increased win rate. Shorter sales cycle.

Your team will learn how to:

- Co-create the business case with their client
- Co-create proposals with their customers
- Ensure your proposal is viewed and prioritised

Outcome: Increased win rate. Shorter sales cycle.

OVERVIEW

1 Sales Excellence: Sales Guru Benchmark

Salespeople need to excel in educating clients with new ideas and persuading them they will achieve results. This requires a planned and professional approach throughout the sales process. In this launch to the Sales Guru course, we provide a planned and sophisticated approach to driving more sales.

CONTENT & OUTCOMES

Your team will learn how to:

- Align with what top sales professionals are doing differently
- Make planning a core aspect of their sales approach
- Measure themselves against what great looks like in sales today

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle.

2 Social Selling: Drive inbound and outbound relationships

Social selling is the practice of using social media to find, connect, understand, and nurture sales leads. It's critical because it's what your client needs. Increasingly they are using social media to find and connect with strong suppliers. It's vital that you are the first person or brand a prospect thinks of when they're ready to buy.

Your team will learn how to:

- Create a client centric profile
- Grow your network
- Create engaging content

Outcome: More opportunities.

3 Storytelling: Selling with emotion

More than ever, clients need to be emotionally connected to any decision they make. Facts and figures are good, but they don't create the emotional response needed to drive change. Storytelling allows salespeople to tap into and create that emotion. The strongest salespeople use stories throughout the sales process.

Your team will learn how to:

- Create the best types of stories to use at each part of the sales process
- Structure and creating impactful stories
- Deliver engaging, compelling stories

Outcome: More opportunities. Higher average order value. Increased win rate. Shorter sales cycle.

4 Assertive Negotiation: Shift the focus from price to value and impact

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.

Your team will learn how to:

- Adopt and apply the habits of the world's strongest negotiators
- Plan for negotiation
- Structure the negotiation

Outcome: Higher average order value. Increased win rate. Shorter sales cycle

5 Stakeholder presentations: Engaging the wider decision-making group

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 your recommendation to the wider decision-making group 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 audience on the right journey every time.

Your team will learn how to:

- Understand the journey the audience needs to go on throughout a presentation
- Structure their presentations
- Deliver stand out presentations

Outcome: Increased win rate. Shorter sales cycle.