

1 – DAY 6 STEPS TO SALES EXCELLENCE



Introduction

Have you ever wondered why your salespeople can't sell? Is the market bad? Or your competitors are getting better? Or the skills of your salespeople are not good? Selling is an attribute vital for any business. However, selling is not the same for all given situations.

Selling to end consumers is different to selling to large organizations, i.e. corporate selling. Selling to corporate clients appears to be more complex than selling to end consumers. A higher degree of needs identification is required in selling to corporates. It is coupled with an in-depth solution presentation and a complex negotiation process.

Course Objectives

By the end of this course, you will be able to:

- Break the ice and approach prospects for initial engagement and presentation.
- Create subconscious needs to link your products with prospects' inner needs and aspirations.
- Streamline your presentation to your prospects and how to engage their desire for purchase.
- Master the closing of sale techniques; determine the suitable technique to be adopted.

Methodology

- Lecture - Theory, Concept & Model (20%)
- Reflection - Gibbs' Reflective Cycle (20%)
- Case Study & Practical Solutions (50%)
- Best Practices Identification (10%)

Who Should Attend?

- Marketing Managers
- Sales Managers
- Business Development Managers
- Sales Executives
- Sales Advisors



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Course Outline

MODULE 1: STRATEGIES TO IDENTIFY YOUR PROSPECTS

- “Suspect” versus “Prospect”: The 6 steps formula to qualify your suspect into a prospect, i.e. “ICP Profiling”.
- **Gap Management** – between prospects’ first impression and your self-label; how to reduce this gap successfully.

MODULE 2: INITIAL CONTACT - HOW TO BREAK THE ICE

- The psychology behind building rapport; fine-tune your attitude, beliefs and values before meeting your prospects.
- Focus on building trust (IQ + EQ); your stepping stone to bridge the relationship gap with your prospects.
- Transparency is the core element in corporate relationship building; be sincere and be authentic, i.e. be yourself.
- Be responsive by addressing your prospects’ expectations with full dedication, i.e. without any signs of hesitation.
- Establish rapport utilizing the “active listening” methodology, the gateway for professional selling.
- Adopt the 3 proven strategies to build a lasting business partnership with your corporate clientele.

MODULE 3: SUBCONSCIOUS NEEDS IDENTIFICATION

- The importance of “Emotional Intelligence” (EQ) in sales negotiation; you must master the 4 stages formula.
- Ability to look at complex problems from various angles (perspectives) to create a “cause and effect” scenario (basic).
- Aligning your strategies to determine your prospects’ needs and focus on how you can be a part of his solution.
 - Differences between “conscious” and “subconscious” needs.
 - The 3 common pitfalls in determining prospects’ needs.
- Integrating your product as the solution for your prospects’ problems or challenges and educating them wisely.
 - Highlight your “uniqueness” and why your prospects must have it (desire).
 - Consistently segmentize your USP; differentiate it from your competitors’ USP.

MODULE 4: DRAMATIZE YOUR PRODUCTS TO PROSPECTS

- The importance to establish your credential as a professional salesperson in less than 90 seconds, i.e. first impression.
 - Crystalize your central idea to capture your prospects’ undivided attention.
 - Test assumptions by invoking provocative ideas; reach consensus with commonalities.
- Freytag’s Pyramid of Storytelling – Convincingly put across your ideas, transforming selling into storytelling.
 - Support your sales presentation with credentials (ethos); capitalize on prospects’ emotion (pathos).
- Conduct an effective Q&A session: How to balance negative with positive questions.
 - Uphold professionalism; adopt the 4-steps technique in answering the question.



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Course Outline

MODULE 5: SALES CLOSING TECHNIQUES - 3 BROAD

- 6 common excuses uttered by a corporate client; how to discover the 4 “real reasons” why your prospect doesn’t buy.
- The 3 types of sales objections, i.e. “Condition”, “Excuses” & “Flat-No”, understand why you must handle it differently.
- 5 ways to identify positive buying signals from your prospects; speed up your sales process effortlessly.

MODULE 6: SALES CLOSING TECHNIQUES - 3 BROAD STRATEGIES

- Closing sales based on confidence and professionalism, thus embarking on the direct approach closing technique.
 - The fast and immediate result expected; time-saving.
 - A high “self-confidence” level is a must to make it happen.
- Closing sales based on data collection, thus embarking on the cost-benefits analysis closing technique.
 - Minus out the “human element” from the selling process.
 - Relevant for technical sales or functional sales.
- Closing sales based on sample try-out, thus embarking on the hands-on closing technique.
 - Relying on the product usage “outcome” as a selling tool.
 - Applicable to certain product ranges; beware of setbacks.

