

## Strategic Selling

### Overview:

Successful selling requires a professional approach. Careful preparation, excellent communication skills and a thorough understanding of the sales process, all combine to achieve sales results. Successful sales people are, among other things, client focused, committed and professional. The purpose of this training is to assist you with the implementation of a sales plan or process that will enhance your value to your customers, your company and above all – yourself. This training event will improve sales team performance and increase profitability by understanding the strategic sales process. Specifically by the end of this training, you should be able to:

- Describe and implement the sales process
- Build relationships with customers, identify stages of needs, help customers envision their needs and satisfy these needs with your product or service
- Use a consultative strategy and develop solutions for your customers
- Handle and effectively respond to objections
- Close a sale by demonstrating benefits to the customer
- Understand clients' decision-making practices, and define common sales terms
- Handle clients by prospecting, making sales calls, networking, and helping clients find solutions to their problems
- Effectively respond to objections
- Prove a solutions approach to prospective clients
- Understand the strategic selling process
- Present superior product information through presentations, proposals and quotations
- Effectively manage prospects, including cold calling and rapport building
- Develop questioning and listening techniques

**Designed for:** This course is suitable for all staff members involved in selling.

**Duration:** 2 days

### Content:

#### Professional selling

- Sales professionals
- Characteristics of successful salespeople
- Successful salespeople
- Unsuccessful salespeople
- The psychology of selling

#### The selling process

- The five step sales process
- Customer expectations
- The interview
- Features and benefits
- Reducing resistance and countering concerns
- Overcoming objections activity
- Staying energised

#### Preparing for the sale

- Mental attitude
- Physical attitude
- Strategies for your customer
- The tools available
- Know your outcome

#### Information gathering / needs analysis

- Identifying key customer needs
- Questioning
- Spin selling
- Dominant Buying Motives (DBM)
- Taking notes

#### Presenting and recommendations

- The value proposition
- Features and benefits
- Linking to your needs analysis and DBM

#### Closing the sale and handling objections

- Closing
- Nine ways to close the sale
- Positive language and closing
- Looking for signals
- Handling and minimising objections

#### Approaching the customer

- Approaching the customer
- Establishing trust and building rapport

#### Communicating effectively

- Selling to different communication styles
- The four communication styles
- Tailor your sales strategy to suit
- Information loss
- Active listening
- Questioning skills

#### Understanding challenging situations

- Getting support
- Understanding behaviour
- Stress signs



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