



## HIGH PERFORMANCE SELLING SKILLS

### Learning Objectives

This hands-on two day program is designed to prepare sales people to more effectively challenge their customers and expand their effectiveness.

By the end of this workshop participants will be able to:

- Define the three principles critical to a high-performance sales approach
- Diagnose the client buying cycle
- List the three dimensions of trust and their impact on relationships
- Apply a call preparation tool that creates joint ownership and desired client actions after the meeting
- Create effective call openings
- Apply a model for resolving client objections
- Create a more effective questioning strategy
- Articulate clients' personal and professional needs
- Define the three motivational styles and the appropriate sales and recruiting strategies for each motivational style
- Identify the key sales metrics that you should know
- Analyze three sales opportunities against a qualification framework
- Articulate the four levels of buyer/seller relationships
- Use an assessment tool to understand their relationship level with clients

## PROGRAM FLOW

### KEY CONTENT AREAS

#### Welcome

- Introduction, Learning Objectives

#### Principles

- Genuine Curiosity, People Pay for Insight, Belief in Value

#### Client Buying Cycle

- Sellers Cycle
- Stages and Value

#### Trust Triangle

- Competence, Character and Connection
- Trust Scenarios

#### Core Selling Skills

- Self-Assessment

#### Call Preparation

- Last Table Standing

#### Call Openings

- Purpose, Benefit Check

#### Questioning

- Our Parents Are to Blame
- What is Your REAL Question
- Four Types and What They Say

#### Positioning

- Tailoring Your Message
- Speaking in Threes
- Provoke to Engage

#### Motivational Styles

- Assess and Adjust

#### Numbers You Should Know

- What They Are and Why They Matter

#### Qualifying Opportunities

- Probability Pentagon
- Application
- Three Quick Questions

#### Relationship Assessment

- Buying Types
- Relationship Pyramid
- Strategies

#### Workshop Close