OVERVIEW

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

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

- Analyze the latest research as to what makes an effective salesperson
- Assess your capability against the core selling skills
- Describe the buyer and seller model and the implications to sales
- Create an effective customer value proposition
- Differentiate between closed and open-ended questions
- Create a more effective questioning strategy

- Articulate the value of listening and recognize a technique to gain additional insight
- Position your company more effectively to customers and prospects
- List the various sources of value that your company offers
- Demonstrate how to best resolve customer objections
- Demonstrate how to close a sales call

PROGRAM FLOW: KEY CONTENT AREAS

Day One
Welcome and Context Setting
- Introduction, ground rules
- Learning objectives
- The business imperative
- Challenge wall

Sales Core Selling Skills, Buyers and Sellers Process, Where You Add Value
- Different sales types (based on Challenger Selling)
- Six core selling skills (review, self-assessment)
- Snow-cone or snowman
- Buyer and seller process

Call Preparation
- Before going in
- Value proposition

Call Openings
- Sales call objective
- Call opening model
- Purpose benefit check
- Application

Discovery of Needs
- Open vs. closed-ended
- Activity: Critter Cards
- Types of questions
- What questions reveal
- Other techniques

Listening and Summarizing
- Challenge of listening

- Power of silence
- Summarizing and checking
- Fishbowl practice

Day One Close
- Reflection, challenge wall

Day Two
Review of Day One
- Multiple choice test
- Gallery walk
- Debrief

Communication Styles
- Self-assessment
- Implications to selling
- Review of tool

Building Trust
- Personal, ethical, technical

Positioning
- Benchmark exercise
- Key concepts
- Speaking in threes
- Presenting your company
- Application

Handling Objections
- Types of objections
- Diagnosis
- Overarching model
- Trio practice

Closing the Call
- Action commitments
- Crafting
- Advancing the sales process

Workshop Close