

High-Performance Selling Skills

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

Learning Outcomes

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

Program Flow

Day One

Welcome

Introduction
Ground rules
Learning objectives
Challenge wall

Core Selling Skills

Force rank
Implications

Building Trust

Care, competent, consistent
Activity: Daughter's Soccer Game
Get back to you

Communication Styles

Self-assessment
Implications to selling
Review of tool

Sales Types

Different sales types (based on Challenger Selling)
What wins
Bring me a rock

Communication Styles

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Bring me a rock

Snowman or Snowcone

Decision-making
Out-understanding the conversation

Buyer's Mind

Emotional and cognitive
Clouds
Implications

Call Openings

Sales call objective
Call opening model
Purpose / Benefit check
Application

Discovery of Needs

Open vs. Closed-ended questions
Activity: Critter Game
Types of questions
What questions reveal
Other techniques

Day One Close

Reflection
Challenge wall

Day Two

Review of Day One

Multiple choice test
Gallery walk
Debrief

Listening and Summarizing

Challenge of listening
Power of silence
Summarizing and checking
Fishbowl practice

Positioning

Feature and benefits
Product trap
Water / Diamond paradox
Speaking in threes
Fish chart
Application

Closing the Call

Action commitments
Crafting
Advancing the sales process

Workshop Close

Workshop evaluation