

Advanced Selling: from Process to Behaviour

About the Workshop

This course has been created to help participants master sales from two different aspects, the process and the behavior of selling. Participants will be able to use several tools and techniques that will lead to better sales. During the workshop, they will understand the basics of selling along with the buyer's psychology, they will learn to apply a proven process while working on their interpersonal skills to reach their full potential. Upon completion of the workshop, participants will complete and action plan to ensure/monitor application of the learning.

Learning Objectives

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

- Identify sales models
- Understand and apply the sales process
- Communicate successfully and use body language
- Understand and identify different behavioral styles
- Use the right questions the right way
- Handle objections and close deals
- Understand the basics of negotiation

Target Audience

This workshop will appeal to a wide range of audiences and is intended for Sales Professionals.

Topics Covered

1. Introduction to The War of Selling

- a. Two Types of People
- b. 3 Attributes to Success
- c. The 3 Musts to Mastering a Sales System
- d. Old Sales model vs. Consultative Selling Model vs. Truth
- e. Ethical Guidelines
- f. 4 Stages of Learning
- g. Role of Sales Person
- h. Sale Superstar Mind Set

- i. Building Better Relationships
- j. Psychology of Selling

2. The Sales Process

- a. Prospecting
- b. Qualifying
- c. Identifying needs
- d. Presenting Solutions
- e. Managing Objections
- f. Closing the Sale
- g. Follow-up and Referrals
- h. Sales Funnel
- i. Setting Sales and Action Goals
- j. Time Management Plan

3. Sales Communication

- a. The Sales Interaction
- b. The First Impression
- c. Believability
- d. The Importance of Tonality and Capturing Attention
- e. 3 things to prove
- f. Building Rapport
- g. Listening Skills
- h. Understanding Perception
- i. Improving Body Language
- j. Reading Body Language
- k. Dressing for Success
- l. Understanding Behavioural Styles
- m. Adapting to your customer's Style

4. Questioning and Selling Skills

- a. Why People Buy
- b. The Sales Interaction
- c. SWOT analysis
- d. Developing a Client Profile
- e. Identifying opportunities for Cross Selling
- f. Identifying Opportunities for Up Selling
- g. The right questions The right way
- h. Identifying the clients "Why"
- i. Ways to keep your Powder Dry
- j. SPIN Selling
- k. The Transition
- l. Spacing out your FABs
- m. Presenting with Authority

5. Handling Objections and Closing the Deal

- a. How Sales people Create Objections
- b. Common Objections
- c. Stalling Objections
- d. Types of Objections
- e. Using Objections as an Opportunity to Sell
- f. Turning Objections into Closing Statements
- g. Powerful Closing Language and Tones

6. Negotiation Basics

- a. Understanding Negotiation Strategies
- b. Planning for a Negotiation
- c. Negotiation Tactics
- d. Dos and Don'ts of Negotiation

Methodology

- Learning Concepts/ Presentations
- Role Plays and case studies
- Group activities and Discussions
- Individual and Team Exercises
- Tips and tools
- Educational videos
- Draft an Individual Action Plan

Duration: 12 hours