BUSINESS DEVELOPMENT TRAINING

(Each session is 4 hours)

The following sessions can be applied for sales people and non-sales people.

SESSION 1 ***Getting the Basics Right***

- Selling – The old and the new paradigm
- How has your industry changed?
- What are the implications for your role?
- Shifting the current mindsets – overcoming the reluctance to sell and develop business
- The characteristics of a client focused sales consultant
- The skills for successful business development – how do you rate?
- Developing business without coming across as a "used car salesman"
- Identifying your key market – Who are you selling to?
- What are clients looking for from you?
- What are the opportunities you have to sell and develop business
- Moving from an expert to an advisor
- Building professional credibility and strong sustainable business relationships
- Differentiating yourself

SESSION 2 ***Networking for New Business***

- Networking – The basics and the benefits
- Testing your networking skills
- Changing your way of thinking and overcoming your fears
- The networking ladder of loyalty – turning a stranger into a client
- Preparing and planning to get the best from your networking
- Who to approach and how to break the ice
- Dealing with nerves and valuing your contribution
- Branding yourself and the company – explaining what you do
- Listening – discovering prospects' needs and spotting opportunities
- Which groups to approach
- How to move on with respect and courtesy
- Making appropriate introductions
- Using business cards to develop business
- How to keep in touch – the importance of follow up

SESSION 3 ***Building Client Relationships***

- Creating business relationships
- Profiling yourself and clients – a behavioural model
- Recognising your behavioural preferences
- Understanding the characteristics and preferences of individual styles
- How do you naturally interact with clients and what do you need to change?
- How do your clients/customers buy?
- Adjusting your selling style to individual customers
- Adapting to each client in order to build rapport
- Reading others using verbal and nonverbal communication
- Reading your staff, colleagues and clients
- How to be assertive without appearing pushy
- Creating a customer/client profile and planning checklist

SESSION 4 ***Cold Calling Techniques***

- Pre-approach planning – setting clear objectives
- Required information about your company and what you can offer
- Pre cold call strategies – don't just smile and dial
- Overcoming call reluctance and your limiting beliefs
- Developing your target market –the importance of research
- What to say – the benefits and limitations of using scripts
- Being tenacious – it's an attitude and numbers game
- Setting the environment – getting the appropriate mindset
- Using positive visualisation
- Making the phone 'warm'
- Being organised but don't sell on the phone
- Dealing with gate keepers and the brush off

SESSION 5 ***Uncovering Opportunities and Developing Business***

- 4 stages of the client interaction
- Meeting the client – creating the appropriate impression
- Agenda setting – giving the client respect and control
- Facilitating the client's thinking – helping them to understand their needs
- Implicit vs. explicit needs – more than just solving problems
- Planning your questions and using strategic questioning techniques
- Surface Questions – understanding their current situation
- Hunt Questions – uncovering problems, challenges or issues
- Adjust Questions – prioritising and clarifying the real explicit needs
- Paint Questions – the power of the client articulating the benefits
- Engage Questions – gaining a commitment to action
- Presenting your case – features, advantages and benefits

SESSION 6	***Selling Complex Products and Services***

- Simple sales vs. complex sales
- Dealing with multiple meetings and stakeholders
- Moving the relationship forward
- Securing an advance rather than a continuation
- Understanding the value equation – creating motivation to act
- Three ways to create value at every stage of the client relationship
- Classifying your current client relationships (Dugdale & Lambert)
- Who are your advocate or partner clients
- How to leverage social relationships
- How to move Ad Hoc clients to ongoing work
- Leveraging your Technical relationships – doing more with them
- The advantages of Partner relationships
- How and when to ask for referrals

SESSION 7	***Becoming a Trusted Advisor***

- Understanding the nature of trust – Beyond Maister
- Recognising the decision making factors and situational factors in building trust
- Demonstrating honesty, authority, reliability and confidence!
- Active listening
- Developing empathy and rapport
- Aligning your interests
- Recognising the implications of risk and power
- Showing benevolent concern – when/how to bear some cost
- Displaying predictability and integrity
- Increasing the level of communication
- Real life application – building internal & external relationships
- Analysing your advocates – what can you learn?

SESSION 8	***Delivering Influential Sales Presentations***

- Planning and structuring your sales presentations
- Analysing your audience – don't deliver the standard presentation!
- Conducting yourself professionally when presenting to clients
- Differentiate between implicit and explicit presentations
- Opening effectively – grabbing their attention
- Having a logical, focussed, seamless and persuasive message
- The delivery – presenting your solutions
- Selling your message – the use of reinforces
- Creating interest – identifying value for your customers
- Demonstrating the benefits for their explicit needs
- Integrating props, sales materials, visual aids and technology to enhance your message
- Closing powerfully with a call to action

SESSION 9 — ***Dealing with Objections and Client Resistance***

- Understanding the reasons why clients do not commit
- What are the common objections that you hear?
- Why do you get objections?
- Overcoming surface or reflex resistance
- How to determine a customer's real objection
- Responding to objections – what to say
- Dealing with the emotions – not taking it personally
- Building your 'objection back'
- Overcoming price and financial objections
- The rules regarding concessions
- Differentiating yourself to deal with financial objections
- Your Unique Selling Points – there are more than you think
- Breaking through 'shop blindness'
- How to sell the USP's of yourself and the organisation

SESSION 10 — ***Asking For the Business***

- Why you shouldn't feel uncomfortable asking for the business
- Demonstrating capacity – presenting your solution
- Earning the right to ask for the business
- What is 'the close' and when do we use it?
- Identifying the buying signals
- The danger of 'closing techniques' – Why do they go wrong?
- The importance of control – never use a assumptive close
- The push will result in a push back
- Obtaining and confirming commitment
- Overcoming the fear of rejection
- The difference between stalling and advancing the relationship
- Wrapping up the client meeting and confirming the next steps

SESSION 11 — ***Negotiating Profitable Business Outcomes***

- Negotiating within the context of the ongoing client relationship
- Withdraw, accommodate, defeat, compromise or collaborate
- Using collaborative negotiation to achieve win/win outcomes
- Preparing for your negotiations - what information do you have and what do you need
- Clarifying the bottom line and defining your critical points
- Opening a negotiation – setting the right tone
- Identifying the needs and goals of all parties
- Developing options and alternatives
- Gaining agreement and confirmation
- Closing the negotiation and planning next steps
- Recognising the common negotiation tactics that customers use
- Selling your services at a higher price

SESSION 12 — ***Organising Yourself and Managing Your Time***

- Setting your goals, targets and objective
- Prioritising business development and client contact
- Planning ahead – your day, week, month
- Using Stephen Covey's 4 Box Model to prioritise your workload
- Understanding your controllable and uncontrollable time
- Leveraging your chronobiology and personal motivation
- Must, should and want to do lists
- Using technology such as Outlook and 'smart phones'
- Streamlining your email and administration
- Communicating and clarifying the urgency of tasks
- Negotiating interruptions
- Avoiding double handling of tasks
- Dealing with deadlines and avoiding procrastination

SESSION 13 — ***Proactively Managing Ongoing Client Relationships***

- Creating and maintaining long term partnerships
- The 7 stages relationship management
- Analysing, planning and reviewing – not just implementation
- Which clients are you focussing on – implications of the 80/20 rule
- Initiative & being proactive – what to do?
- Reviewing and categorising your accounts (A, B, C, D, E)
- Targeting your high potential clients
- Reviewing your contacts and key players – The User, Gatekeeper, Guide, Decision Maker, Final Decision Maker
- Planning & preparation – SWOT Analysis
- Building an account – tactics to move the client to the next stage
- The importance of the follow-up
- Creating and maintaining long term partnerships

SESSION 14 — ***Building Cross Referrals and Partnering For Success***

- Strategically aligning to your clients
- Relationship Selling vs. Transactional Selling
- The benefits of cross referrals to the company, the client and you
- Overcoming the risks and loss of control
- Criteria to identify potential cross referral clients
- Recognising the appropriate contacts
- Uncovering and capitalising on opportunities
- Using our internal partners – what else can we offer?
- Building relationships – both internal and externally
- Principles and values to work by
- Planning – 3 month, 6 month and 12 month
- Critical Success Factors – Getting specific!
- Monitoring and Reviewing progress

Your Trainer

<u>Scott Henderson</u> (Bachelor of Science, Master of Arts - Psychology)

Our Training Manager, Scott is a registered psychologist with a solid background as an educator. He has worked as a lecturer in psychology, behavioural science and research at the Universities of Sydney and Western Sydney. Lecturing for 6 years at both undergraduate and postgraduate levels, Scott specialised in the disciplines of health and social psychology. His expertise includes such areas as leadership, teams and group dynamics, communication and body language, persuasion techniques, stress, and workplace satisfaction.

Since 1999, his work in the corporate sector has spanned the spectrum from industrial psychologist to corporate trainer. In 2004 he became a certified Master Coach in Behavioural Coaching and continues to coach both individuals and teams at all levels within the companies with which he works.

His unique perspective of inter- and intra-personal understanding complements the delivery of his training programs and ensures a rigorous and scientific approach to each participant's growth and development. He has delivered training throughout Australia and New Zealand including courses in Customer Service, Team Building and Team Integration, Communication, Leadership and Management, Performance Management, Coaching, Conflict Resolution, Sales and Business Development, Time Management, Life Balance, Interpersonal Skills and Professional Presentation Skills. Additionally Scott continues to work hard to dispel the stereotype that psychologists actually get people to lie down on couches!