SALES TRAINING

(Each session is 4 hours)

SESSION 1 ***Getting The Basics Right***

- Selling – The old and the new paradigm
- The characteristics of a client focused sales consultant
- The skills of successful sales people – how do we rate?
- Your role as a sales person
- What we dislike about people who sell to us!
- Who are you selling to?
- How should you sell to them?

SESSION 2 ***The Buyer / Seller Relationship***

- Initial contact: creating an impact – building credibility of you and your company
- The importance of perception – how do people see you?
- Demonstrating honesty, authority, reliability and confidence!
- Active listening
- Understanding and interpreting body language
- Developing empathy and rapport
- Differentiating yourself

SESSION 3 ***Understanding Yourself And Your Customers***

- Introduction to DiSC – a behavioural model
- Understanding your style and the style of those you sell to
- Working with your strengths and weaknesses
- 'Reading' your customers using DiSC
- Adjusting your selling style to become more effective
- Understanding what your customers are looking for
- How do your customers buy?

SESSION 4 ***Sales Call Planning***

- Planning your sales call
- Define prospecting in terms of sales
- The 9 acts of a sale
- Documenting best sales practices
- The roadmap to success
- Setting appropriate call objectives
- Timing – when to sell and when not to

BSI Training & Development
Level 1/34 Hunter Street Sydney, NSW 2000, Ph: 02 9216 4017 Fax: 02 9231 5900

SESSION 5 **_Cold Calling_**

- Pre cold call strategies
- Overcoming call reluctance
- Developing your target market –the importance of research
- How to write a script
- Being tenacious – it's an attitude and numbers game
- Setting the environment
- Using positive visualisation
- Making the phone 'warm'
- Being organised
- Dealing with gate keepers and the brush off

SESSION 6 **_Identifying Your Customer's Needs_**

- Understanding and clarifying your customer's needs
- Asking the right questions
- Understanding the buyer and their company
- Identifying the decision maker
- Uncovering problems and opportunities
- Solving the problem rather than the symptom
- Urgency – what is the time frame?
- Understanding why the customer is always right
- 'Guiding not pushing the customer'

SESSION 7 **_Sales Presentation Skills_**

- Conducting yourself professionally when meeting with clients
- Identifying value for your customers
- Creating win – win situations
- Influencing your customers perceptions during sales presentations
- Presentation techniques – integration of sales materials and technology
- Selling your message – the use of reinforces
- The delivery – presenting your solutions
- Demonstrating the benefits
- Creating presentations that are persuasive, stimulating, focused and flexible
- Differentiate between implicit and explicit presentations

SESSION 8	***Dealing With Objections***	

SESSION 8

Dealing With Objections

- Identifying reasons why customers do not buy
- Identifying common objections
- Recognising the difference between stalling and raising objections
- Determining the customer's true objections
- How to respond to objections
- Overcoming price objections
- The rules regarding concessions

SESSION 9

Asking For The Business

- Why we shouldn't feel uncomfortable asking for the business
- Earning the right to ask for the business
- The importance of call control – Who's in Control?
- What is the close and when do we use it?
- Why does it go wrong?
- The danger points
- Confirming commitment
- Identifying the buying signals

SESSION 10

Negotiation Techniques

- The negotiation process
- Assessing strengths and weaknesses of sellers and buyers
- The qualities of a good negotiator
- Principled negotiation
- Defining critical points
- The importance of the win/win
- Tactics – which to use, which to avoid

SESSION 11

Time and Task Management

- Organising yourself
- Beating procrastination
- Stephen Covey's 4 Box Model
- Planning ahead – day, week, month
- Must, should and want to do lists
- Dealing with deadlines
- Being able to prioritise
- Being able to say 'no'
- Changing priorities quickly
- The importance of flexibility

KEY ACCOUNT MANAGEMENT

(Each session is 4 hours)

SESSION 12 ***Key Account Management – An Introduction***

- Initiative & being proactive – what can we do?
- What is your difference?
- Aligning to a partner's business goals
- Relationship Selling vs. Product Selling
- Creating and maintaining long term partnerships
- Categorising accounts
- Planning & preparation – SWOT
- The 80/20 Principle
- Building an account

SESSION 13 ***Key Account Management – Aligning To Your Customer***

- Identifying tactics to move the client to the next stage
- The importance of the follow-up
- Planning – 3 month, 6 month and 12 month
    - Where are your clients going?
    - What do your clients need?
    - Finding and keeping opportunities
    - A template to work from
- Getting referrals and working from them
- Working with cross-referrals

SESSION 14 ***Key Account Management – Working With The Decision Makers***

- Beyond the 80/20 Principle
- Tactical probing – Introduction, Examination and Development
- Key players – The User, Gatekeeper, Guide, Decision Maker, Final Decision Maker
- Assessing strengths and weaknesses of sellers and buyers
- Building relationships – both internal and externally
- Using our internal partners – what else can we offer?
- Assessing strengths and weaknesses of sellers and buyers

BSI Training & Development
Level 1/34 Hunter Street Sydney, NSW 2000, Ph: 02 9216 4017 Fax: 02 9231 5900

SESSION 15 ***Key Account Management – Advanced Strategies***

- Position and Personal Power
- Creative thinking
- Critical Success Factors – Getting specific!
- Partnering for success
  - Trust, Cooperation and Commitment
  - Known or potential obstacles
  - Managing expectations
  - Issue resolution
  - Monitoring and Reviewing progress
  - Principles and values to work by
  - Roles and responsibilities – on both sides
- Using internal resources to achieve your business outcomes.

Your Trainer

Scott Henderson (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 Key Account Management, Time and Stress Management, Decision-Making and Professional Presentation Skills. Additionally Scott continues to work hard to dispel the stereotype that psychologists actually get people to lie down on couches!