



SALES PRODUCTIVITY

Managing The Steps to a Sale



THE COMPLETE SALES PROCESS

Sales performance is increased when people follow a methodical selling approach. A structured selling process increases the certainty of outcome, shortens the selling cycle, saves time and reduces selling costs.

This two-day sales simulation workshop teaches how to win sales by following a complete set of selling steps from prospecting through to closing the sale. It provides the step-by-step approach to selling that we all wished our sales manager had given us when we first started in our own sales careers.

"The Complete Sales Process" program will not only help new sales people to be productive more quickly, it will help experienced sales people to convert haphazard selling activity into a disciplined sales approach.

It will also help organisations that wish to develop their selling techniques from one of selling the features and benefits of their products to a more complex and high level selling strategy of selling solutions.



SALES

PRODUCTIVITY

Who should attend?

Both sales people starting out on their selling careers and those experienced sales people who are not achieving maximum results because of poorly planned or implemented sales activity.

Program Format

We'll work with you closely to develop a simulation that reflects the way that you sell your products and services to your customers.

Participants work in teams in this two-day program which is based around the model of the 'Sales Funnel'. It develops a structure for the complete sales process.

Each step of the sales funnel is explained while the sales simulation provides an opportunity to practice essential selling steps.

Comprehensive workbooks provide notes, illustrations and reference information.

Workshop discussions provide for cross-fertilisation of ideas as to how techniques and skills can be applied.

Program Content

The job of selling

- ◆ How selling has changed to be one of adding value to the customer's business - issues for the contemporary sales person.

The sales funnel

- ◆ The sales funnel as a model of the sales process.
- ◆ Defining the selling steps for your organisation.
- ◆ Using the funnel as a self management tool.

Managing the territory

- ◆ Using the territory priority matrix to plan how to cover the customer and prospect base.
- ◆ Defining attack and defend accounts and planning how to sell to each.
- ◆ Making the best use of selling time to maintain the sales funnel.

Prospecting

- ◆ Defining required prospecting rates.
- ◆ Prospect contact methods.
- ◆ Planning the sales call - the POPS plan.

Qualification

- ◆ How and why to qualify each sales opportunity.
- ◆ The CATWOMAN qualification process

Building the case to buy

- ◆ Planning a strategy to win the sale.
- ◆ Defining the sales track and managing each step towards the close..
- ◆ Sales tactics - the role and use of essential sales tactics..
- ◆ Managing multi-tiered selling activity.

Closing the sale

- ◆ Dealing with objections
- ◆ Closing techniques
- ◆ Managing the tender response.

Account management

- ◆ Building an effective account plan for managing relationships, account penetration and adding value.