



SALES PRODUCTIVITY

SELLING; THE PSYCHOLOGICAL APPROACH

Delivering Powerful & Persuasive Presentations



Sales people must meet two needs in order to gain a prospect's trust and close a sale.

- ◆ The prospect's psychological needs must be identified and met in order to develop an effective problem solving sales relationship.
- ◆ The prospect's objective or business needs must also be met in the way a product or service is recommended and presented.

This workshop is a video based program for people who sell consultatively and who need to become better 'Sales Psychologists'. It teaches the tasks and techniques of selling at each step of the sale as well as methods for working with different personality styles at every stage. It has value for many sales people:

- ◆ For those with little experience, it provides a framework of basic skills and the opportunity to learn how to manage their way through the 'Sales Track'.
- ◆ For those with experience and prior sales training, it provides a sophistication of skills by linking basic selling skills to different types of prospects in appropriate ways.



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Program Format

We use a variety of media to maximise the learning of the mechanics of selling as well as sensitivity to prospects.

They include:

- ◆ Pre-reading material to cover general principles of the 'Sales Track' and 'Sales Psychology'.
- ◆ Lectures, discussions and exercises relate these principles to participant's own situations, prospects and accounts.
- ◆ Role plays form the major part of the program and provide the opportunity to practice selling skills using participant's own products and sales situations.
- ◆ Video analysis provides feedback to participants as well as an opportunity for coaching. We aim to work like a 'golf pro' – showing participants their 'swing' and helping them to improve.
- ◆ Extensive feedback contributes to overall development planning for every individual.

Our Training Approach

At each stage of the 'Sales Track,' participants practice selling techniques using their own products or

service and in prospect settings typical of their real life sales situations. As a result, we develop sales techniques and prospect approaches that are relevant and useable.

These techniques integrate the stages of the 'Sales Track' with techniques for selling to different types of prospects. Our personality model is simple, yet substantive.

The tasks of each selling stage are discussed, role played and then critiqued. Small work groups provide a high level of feedback and sensitivity to interpersonal styles

Finally, participants review their learning and develop specific improvement plans.

Who Will Gain Value?

Any person or organisation in which sales people are involved in a consultative or problem solving sales process.

Program Schedule

Day One

- ◆ What Do Prospects Want? - An overview of the ways in which the personal styles of the prospect and sales person impact the sale.

- ◆ Opening - Making the 'sale before the sale'; how to begin the sales call, establish rapport and gain initial interest.
- ◆ Diagnosing - The skills and techniques needed in order to qualify and understand the prospect's needs. Skills in questioning techniques and information gathering are developed.

Day Two

- ◆ Presenting Solutions I – How to structure the content and organisation of sales presentations so that selling is linked to the prospect's needs, situation and problems.
- ◆ Presenting Solutions II – The techniques for delivering sales presentations in an interesting and persuasive way.

Day Three

- ◆ Overcoming Objections - Skills for determining the real reasons why customers don't buy; developing a strategy for classifying and solving each type of objection.
- ◆ Closing - How to ask for the order and make the sale.
- ◆ Getting It Together - Personal development and action planning for ongoing sales success.