

COURSE OVERVIEW

Strategic Selling Skills

OVERVIEW

This class provides participants with the strategic selling skills and strategies needed to confidently and effectively prospect, sell, close and manage accounts. Participants will learn the techniques necessary to sell from a strategic vantage point and close today's sale while positioning themselves and your organization as the right choice for future initiatives.

LEARNING OBJECTIVES

- Learn the essentials of sales
- Identify the important aspects of time management
- Know what active listening is and how it applies to sales
- Practice effective questioning
- Discuss analysis and positioning
- Understand how to gain commitment
- Learn the fundamentals of closing the sale
- Discover the secrets of up-selling
- Create skills for building and keeping relationships

COURSE HIGHLIGHTS

Sales essentials

- How to set a clear pre-call objective so your sales calls hit the mark every time
- The “who,” “what” and “double why” basics of selling
- Techniques that build personal connections and gain more information about the client's business
- Understanding customer personality profiles and buying types
- Selling-skills survey—find out how good your selling skills really are
- Make each customer contact an opportunity to serve and sell in new ways
- Techniques to build relationships with gatekeepers so they become allies

Time management

- Why knowing the difference between goal-related tasks and routine tasks is vitally important for increasing your sales productivity and achieving your long-range goals
- 5 questions for analyzing the most efficient way to carry out every task on your “to-do” list
- How high-producing sales professionals use the telephone as a time-saver instead of a time-waster
- How to turn idle waiting time into productive time

Active listening

- What a good listener is and how active listening will boost your sales
- Discover how good a listener you really are
- The 6 keys to active listening and why you must use them in every meeting
- Identifying the actions that encourage active listening
- Discovering your own sales communication skill set
- Understanding what your client is *not* saying
- Common listening mistakes that cost you the relationship and the sale

Effective questioning

- Identify the benefits of effective questions
- How to ask effective questions so they advance your sale
- Leverage active listening and effective questioning as a powerful combination
- The 4 strategic questions you need to use in each sales call
- The most important question and why you must ask it early

Analysis and positioning

- Identify the value you can provide to the client and how to present it
- What is negotiated pricing, and why is it better than discounting?
- How can you leverage negotiated pricing to gain more business?

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- Uncovering the bigger picture, looking beyond today's sale

Gaining commitment

- What is a trial action question? How to read buying signals
- How to resolve customer concerns before they become objections
- Effectively handle resistance and customer fears
- Leading the way for reluctant and indecisive buyers
- Turn a “no” into a “yes”
- How to communicate value when your buyer is concerned with price

Closing the sale

- Learn the 4 stages of closing and how to move through each seamlessly to win the sale
- Important considerations to keep in mind when closing
- The key to smooth closings
- A “script” in your own words—it is essential in a face-to-face meeting
- Reminding customers of your business value
- How to comfortably and effectively move your customer forward into uncharted territory
- Powerful closing techniques that work

Up-selling secrets

- Why they'll buy more and why they'll buy it from you now
- The art of bundling and how it can increase your sale quickly and easily
- The hard part is over: Why up-selling is so much easier than making the initial sale
- The “how-to's” of the up-sell offer

Building the long-term relationship

- Keep them coming back and choosing you first

TRAINING DELIVERY

- Pre-training: Tailoring and customization of content
- Delivery of training using presentation, small group exercises, case studies, role-plays, games, etc.
- Post-training: Follow-up within 30 days to review information, provide coaching, set goals, etc. (optional)