BECOME THE COMPLETE SALESPERSON

Content Overview, Objectives, Resources and A La Carte Topics

The Complete Salesperson

Every professional sales person needs to know how to use a sales process to acquire new business. Knowing how to prospect for new business, where and how to start the engagement, how to move the process forward and how to gain the customer commitment is essential to sales success. This curriculum offers skills, tactics, best practices and tips on these topics and more. Other related workshops teach Account Management, Personal Branding for the Sales Pro, Sales Presentation Skills, Touchpoint plans, Customer Service, Tele sales and Leading a Sales Force

Program 1: Twelve Principles of Selling

Principles used by all effective sales professionals

Professionals accelerate their career and business results by engaging in a principle-centered way. The workshop explains the 12 principles, both promotes and tests the application of the principles, then promotes peer group discussion about their application.

The 12 Principles of Selling

1. Stay enthused and passionate, always
2. Rejection is a state of mind; conquer it
3. Be charismatic
4. Build your personal brand
5. Be naturally curious
6. Every moment counts, be in the moment
7. Every person counts, let them know
8. Manage your time
9. Manage your relationships
10. Take care of your customer
11. Know your products
12. Know your competition

Program 2: The Sales Process

Introduction to The SU Sales Process

Learn the step-by-step elements to the sales process for a more organized, methodical approach to winning business. The 6 steps align the sales process with the buying process.

Level 1: Build a Bond

This coursework examines the techniques to develop **a positive 1st impression** and **build trust** by establishing credibility & projecting confidence.

- How to build and sustain trust
- Making a positive 1st impression
- Representing yourself and your organization

Level 2: Explore the Gap

The heartbeat of every sales process is being able to discover, summarize and sell to your customer's need(s) by asking the right questions in the right order.

– Fundamentals in questioning skills and strategy

- What are the different types of questions?
- What are "impact" questions?
- Turning an "interrogation" into a conversation

Level 3: Build a Bridge

Completing this workout will give you the tools you need to

ask for and incorporate feedback from others to help you achieve better results.

- Understand how your customers conduct strategic planning
- Developing a Questioning Strategy
- How to question for Payoffs and Consequences

Level 4: Bridge the Gap

Completing this workout will give you the tools you need to summarize the customer's needs, and to surgically present your solution by saying just enough to get their commitment.

- Develop a 'needs summary' statement
- Present your solution
- How to use evidence to be convincing
- How to tell success stories

Level 5: Walk the Bridge

Completing this workout will give you the process and skills to handle objections effectively and create urgency for customers to buy now.

- Use the "**NURSE"** formula to handle objections
- Create urgency to buy through mind picture metaphors
- Set up the close by positioning feature benefit links

Level 6: Close the Gap

Completing this workout will give you the tools you need to ask for the business & diffuse any resistance that is offered.

- Learn 15 different ways to close.
- Learn 10 closing combinations
- Have a fearless closing attitude

Program 3: Strategic Prospecting

Filing the pipeline with qualified leads

This level will introduce you to the strategies and tactics you can employ to plan for and execute your prospecting activities. Two distinct phases, Strategy and Execution

Step 1: Strategy

Planning the prospecting activities

- Vision – defining the desired outcome
- Goals – measuring your activities for effectiveness
- Resources – Develop lead sources to find qualified prospects

Step 2: Execution

The follow through of the actionable plans created during the Strategy Phase.

- Contact Plan – Preparing for first contact
- Contact Action – Managing the first contact
- Cultivate leads

Program 4: Managing Top Accounts

Summary: Workouts to Plan and Execute

Successful management of top accounts requires planned activities to strengthen relationships, identify potential opportunities, position for business changes and growth, and conduct organized, polished account reviews.

Level 1: Analyze the Account

- Relationship Network Analysis
- Opportunity Mapping

Level 2: Uncover Opportunities

- Prioritizing Opportunities
- Positioning the opportunity for a win

Level 3: Execute Plans

- Opening a Program review
- Presenting past performance
- How to position for future success

Level 4: Conducting Account Reviews

- The account review process
- Planning the account review
- Moderating the account review
- Action planning checklist

Program 5: Managing Salespeople

Leaders see the potential in others even before salespeople see it in themselves. Leaders who effectively coach bring that potential to reality.

Summary: Coaching for Business Impact

- Building Trust relationships with salespeople
- Conducting the Coaching Conversation
- Conducting one-on-ones
- Observational Coaching process
- Reinforcement Coaching
- Coaching to change behavior

The Sales Manager Toolkit

These tools will help managers prepare and get organized for coaching and leading sales team members.

- Sales Conversation Worksheet
- Account Planning Worksheet
- Sales Pipeline Analysis
- Perfect account profile
- Sales person assessment

Program 6: Winning your Negotiations

In these quests, you'll learn to negotiate fearlessly by preparing well, using leverage & maneuvering to improve your outcomes.

Summary: The stages of the negotiation process

- Setting the game table
- Planning your strategy and tactics
- Maneuvering
- Use leverage
- "All in"-The end game

Level 1: Setting the table

This workout will help you prepare and get organized for your upcoming negotiation.

- Use the preparation tool
- Negotiation checklist
- Are you prepared challenge

Level 2: Planning your strategy and tactics

You're not ready to negotiate until you know your parameters. This is (1) knowing what outcome you want, (2) how to leverage positions you hold, (3) walk away position, (4) non-negotiable terms and (5) knowing your opposition's parameters.

- Establish your parameters
- Know your leverage
- Walk away strategies
- Immovable terms and conditions

Level 3: Maneuvering

These course workouts help to execute strategy and tactics.

- Who opens and how to open your negotiation
- Chess to Checkers to Poker
- Move with options not price points

Level 4: Use Leverage

In this set of quests, you'll learn how to use your leverage.

- Determining your leverage
- Creating more leverage: BATNA
- What to do when they have leverage

Level 5: The end game

The pinnacle of leading teams is to deliver team results. Learn how in the next quest.

- Split the Difference?
- Saving the best for last
- Handling Resistance

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Customized Sales Process

If your organization lacks a sales process that is specifically tailored to your industry, target prospects, business type or business strategy, we can assist to create a process that is not an out-of-the-box, one-size-fits-all scheme.

We are prepared to work with you to create a clear, concise process-driven sales approach that defines the steps, skills and approach your salespeople can follow to be successful from the first conversation to securing commitment for customers specific to your industry buying your product or service.

Targeted skills development with specific micro-burst training sessions

Content Overview: 90-minute Micro Sessions (A La Carte)

Today's organizations are seeking specific targeted skills transfer for those that cannot devote blocks of time for immersion training. Sessions are delivered in high-energy workouts that transfer skills to enhance sales capabilities and results.

A La Carte Topics menu:

- Account Management Toolkit
- Resolving Service Issues
- Tele-Sales Techniques
- Handling Product problems
- Facilitating Corrective Action
- Opening and Closing Sales Meetings
- Presenting internal solutions
- Presenting your product solution
- Negotiating Price
- Touchpoint Plans
- Hiring Sales People
- Elevator Pitch
- Pipeline Mgt
- Time management
- Opportunity Plan

Summary: A La Carte Microburst sessions

- Account Management Toolkit: Tools, templates, worksheets and guides that bolster account management activities.
- Resolving Service Issues: Conducting Problem solving conversations with a customer satisfaction focus.
- Tele sales Techniques: Improving Vocal Dynamics, using scripts and keeping the prospect engaged techniques.
- Handling Product Problems: Using Systematic solving problem techniques during customer conversations.
- Facilitation Corrective Action: Managing customer conversations that promote problem resolution.
- Opening and closing sales meetings: Taking control of the beginning and end of sales meetings.
- Presenting Internal Solutions: Aligning key internal stakeholders around positive customer-focused solutions.
- Presenting your Product Solution: Proven process for presenting any product or service in a clear, concise way.
- Negotiating Price: How to deal with price objections or discuss price without yielding price points.
- Touchpoint Plans: Maintaining contact with qualified leads that aren't ready to buy.
- Hiring Salespeople: Assessment techniques and interview questions that reveal true attitudes and capabilities.
- Elevator Pitch: Process for representing yourself, your organization or products in any situation.
- Pipeline Management: Creating velocity, veracity and volume in your pipeline to increase close rate.
- Time Management: Techniques to effectively manage time for sales professionals
- Opportunity Plan: How to prioritize opportunities to maximize time, energy and resources.