Understanding and Making Sense of Sales

Developed and delivered by Graham Phelps

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Core-Level Business Development Fundamentals

One-day virtual workshop (6 hours learning time)

Overview

Participants will gain a practical introduction to the core concepts that underpin effective sales and business development. The programme explains how organisations identify and prioritise potential customers through market segmentation and targeting, how professional relationships are developed, and how consultative selling focuses on understanding client needs rather than simply promoting products or services.

Participants will also explore stakeholder awareness, value propositions and differentiation, learning how organisations position their capabilities clearly in competitive environments. Additional topics include opportunity qualification, responding to objections and concerns, and guiding conversations toward a positive

The course aims to show that effective selling is about helping customers understand their options and make informed decisions.

Delivery approach:

The session is designed to be **engaging, practical and confidence-building**, particularly for individuals who may not see themselves as "salespeople".

Course Purpose

Many professionals feel uncomfortable with the concept of "sales". This training programme reframes sales as helping clients solve problems, make decisions and create value. Participants will develop a clear understanding of:

- How business opportunities develop
- How sales conversations work
- How relationships lead to opportunities
- How organisations move from initial contact to closed business.

The programme introduces a simple and structured view of the sales journey that removes the "ick factor" often associated with selling.

Learning Objectives

By the end of the programme, participants will be able to:

- explain how the sales process works from lead to closed business
- understand key sales concepts and terminology
- Identify the stages of the customer journey
- build rapport and professional relationships
- Ask effective questions to understand the client's needs
- communicate value clearly and confidently
- Respond to concerns and objections professionally
- recognise the signals that lead to a successful commercial outcome.

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The Sales Journey Framework

Introduction To Making Sense of Sales

Discussion: Why Sales Have a Bad Reputation

Interactive discussion exploring common perceptions:

- "Sales is pushy"
- "Salespeople manipulate people"
- "Selling is uncomfortable"

Reframing sales as:

- problem solving
- helping clients make better decisions
- creating mutual value.

Module 1 – The Big Picture

How the Sales Process Actually Works

Understanding the journey from initial contact to closed business. Key topics:

- marketing vs sales
- leads, prospects and opportunities
- the customer decision journey
- stakeholder influence and decision processes
- introduction to key sales terminology:

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Module 2 – CONNECT

Opening Conversations and Building Relationships

Understanding how commercial relationships begin. Topics include:

- Market segmentation and targeting
- Identifying potential clients.
- Professional networking and conferences.
- Gaining appointments through outreach.
- Building rapport and credibility.
- First impressions and trust.

Module 3 – CONSULT

Understanding Customer Needs

The consultative selling mindset. Topics include:

- The importance of listening.
- Structured questioning techniques
- Uncovering needs and priorities
- Identifying problems and opportunities
- Understanding decision criteria.

Module 4 – CONVINCE

Communicating Value

Helping clients understand the value of a solution. Topics include:

- The difference between features vs benefits.
- What customers buy: cost vs value.
- differentiating your organisation
- Communicating expertise clearly...why you?
- Story-selling: using simple examples and stories.

Module 5 – Handling Concerns and Questions

Understanding why clients raise concerns. Topics include:

- Common objections.
- Responding professionally to concerns.
- Clarifying misunderstandings.
- Reinforcing value.

Module 6 – COMMITMENT

Moving Toward a Decision

Understanding how opportunities move forward. Topics include:

- Recognising buying signals.
- Closing techniques that feel natural.
- Confirming next steps.
- Maintaining professional relationships.

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