

Sales Perspectives – Module I

Summary

This is where the Sales Perspectives Program begins and where participants begin a journey on the road to sales excellence. Although dealing with selling fundamentals, this module explores some profound concepts that serve to elevate the way in which sales people think about selling and the factors that will lead to sales success. In common with much of the Sales Perspectives Program, Module 1 is heavily involved with understanding ‘why customers buy’, needs identification and viewing sales as a process. In addition the module contains a whole range of questioning techniques that are invaluable during those times when sales people are exploring customer needs or seeking a commitment.

Target Audience

Module I is suitable for all sales professionals whatever their current level of development. However in general, participants should conform to one or more of the following definitions.

- Those new to selling in an internal or field based role.
- Existing sales professionals who have not previously attended formal training.
- Existing sales professionals who require training in specific aspects of the sales process.
- Those being developed to move into a selling role.

Prerequisites

None

Objectives

To provide an understanding of how selling should be a process.
To explore the natural decision making process and why customers buy.
To present a model of questioning that goes beyond traditional thinking.

Key Learning Take-Aways

Participants will be able to view the sales process through the stages of a sales funnel
Participants will appreciate the key stages that every buyer goes through before the decision to buy is made
Participants will have a framework for planned and strategic questioning
Participants will have the ability to ‘manage’ meetings with customers so that needs are effectively identified

Course Duration

This course is a 1 Day, instructor-led, classroom-delivered workshop.

Sales Perspectives – Module II

Summary

Building on the fundamentals that were explored in Module 1, this module advances each participant's journey to sales excellence with subject matter that is a combination of advanced sales theory and practical management of time and territory. Additionally, the module helps participants to build strategies for securing high quality customer visits that are built on best practice and based on previous success.

Target Audience

Module II is suitable for all sales professionals whatever their current level of development. However in general, participants should conform to one or more of the following definitions.

- Those new to selling in an internal or field based role.
- Existing sales professionals who have not previously attended formal training.
- Existing sales professionals who require training in specific aspects of the sales process.
- Those being developed to move into a selling role.

Prerequisites

Ideally, participants should have already attended Sales Perspectives Program Module I.

Objectives

To demonstrate the key differences between corporate results and personal wins.
To provide an understanding of how effective time and territory management drives activity and underpins sales success.
To introduce a model for securing high quality customer appointments.

Key Learning Take-Aways

Participants will be able to differentiate between the corporate results and personal wins that have to be delivered in order to successfully 'close the sale'.
Participants will have a framework within which they are able to effectively manage selling time and the territory in which they sell.
Participants will have the ability to routinely secure high quality appointments through a process that leverages past success.

Course Duration

This course is a 1 Day, instructor-led, classroom-delivered workshop.

Sales Perspectives – Module III

Summary

Module III continues to view selling as a process by examining how quotations and proposals should always be effectively qualified. Because, to the customer, every new proposal represents ‘an invitation to change’, the impact of change in the selling arena is also examined. This includes an in-depth analysis of the proposal itself and of the customers to whom the proposal will be sent. Participants will come to understand that each of the individuals within the buyer’s organisation will assume stereotypical roles, will have different views of the need for change and how the seller’s solution might impact that change.

Target Audience

Module III is suitable for all sales professionals whatever their current level of development. However in general, participants should conform to one or more of the following definitions.

- Those new to selling in an internal or field based role.
- Existing sales professionals who have not previously attended formal training.
- Existing sales professionals who require training in specific aspects of the sales process.
- Those being developed to move into a selling role.

Prerequisites

Ideally, participants should have already attended Sales Perspectives Program Module I & II.

Objectives

To demonstrate the stage in the sales funnel where opportunity qualification should take place.

To provide an understanding of the impact of change .

To introduce a model for understanding the roles that individuals in the buying organisation typically assume and how this impacts the construction of a successful sales strategy.

Key Learning Take-Aways

Participants will be able to effectively qualify opportunities.

Participants will have a framework within which to carry out a comprehensive review that takes account of all elements of what is termed a ‘strategic sell’. These elements will include the individuals involved, the degree of influence that each of these individuals has and how each of these individuals ‘feels’ about the seller’s product service or solution.

Course Duration

This course is a 1 Day, instructor-led, classroom-delivered workshop.

Sales Perspectives – Module IV

Summary

Module 4 pulls together many of the concepts that were introduced in earlier modules by exploring perceived competitive threats and addressing questions such as ‘are all customers’ good customers?’ The intent is to discourage participants from adopting what might be termed ‘negative selling’ techniques while encouraging them to seek out those customers with whom a ‘good strategic fit’ can be established.

Target Audience

Module IV is suitable for all sales professionals whatever their current level of development. However in general, participants should conform to one or more of the following definitions.

- Those new to selling in an internal or field based role.
- Existing sales professionals who have not previously attended formal training.
- Existing sales professionals who require training in specific aspects of the sales process.
- Those being developed to move into a selling role.

Prerequisites

Ideally, participants should have already attended Sales Perspectives Program Module I, II & III.

Objectives

To demonstrate the stage in the funnel where the presentation of proposals should occur.
To provide an understanding of what might be regarded as ‘the ideal customer’ .
To introduce a model for better understanding competitor strengths and weaknesses.

Key Learning Take-Aways

Participants will be able to effectively structure and present proposals with impact.
Participants will have a framework for leveraging competitor strengths and weaknesses.
Participants will have the ability to construct ‘an ideal customer’ profile and to benchmark existing customers against it.

Course Duration

This course is a 1 Day, instructor-led, classroom-delivered workshop.