Employee Growth- A Three Day Course

Selling Essentials

Basic Sales Practice that Drive Great Results

WHO SHOULD ATTEND?
New and existing external and internal sales staff at all levels, entrepreneurs and small business owners that want to learn (or relearn) and improve their basic sales competency so that they can get the very best return from their sales effort in pursuit of their targets and the organization's goals.

COURSE DESCRIPTION
Sales are the activities involved in selling products or services in return for money or other compensation. It is an act of completion of a commercial activity (a trade). The role of the *Salesman is to generate profitable sales revenue through effective sales and marketing activity. Mastery of the basic sales process is a vital for effective selling and individual and team contribution that drives business growth.

The Selling Essentials is a proven approach to basic sales covering all aspects of the basic sales process with a particular focus on developing those characteristics that consistently drive profitable sales results; a blend of characteristics that we call "The Salesman Mix"- see below. The program includes an activity called "Unbelievable Deal" that allows delegates to practice the key concepts, competencies and skills learned in the traditional knowledge development sessions in a way that provides actionable insights into how new knowledge and skills learned will be used on the job. The program takes a holistic view of the sales process and introduces the delegate to the fundamental knowledge, skills and attitude required to prepare and behave effectively and confidently in selling.

The program is well researched, knowledge-based and designed with the individual learner at the centre of the learning process which means that the course is extremely interactive and practical.

*Salesman means Saleswoman too; The Whole Thing celebrates equality in every dimension.

COURSE OBJECTIVES
By the end of this course delegates will be able to:
- ✓ Determine selling, sales and marketing
- ✓ Determine basic sales skills for great results
- ✓ Determine the selling process and the demands on return for investment (ROI)
- ✓ Determine how to establish a customer base, identify opportunity and manage and track a sales pipeline to order
- ✓ Identify and practice an effective selling process that works
- ✓ Recognize the need for review and control in selling
- ✓ Produce drive to self-develop in sales
- ✓ Produce positive impact on the overall performance of each delegate and the organization

COURSE CONTENT

DAY 1 • SELLING FOUNDATIONS

Overview
- What is Sales?

- The Sales Process
  - Product Selection
  - Product Presentation
  - Sales Transaction
- The Sales Language (Sales Vocabulary Questionnaire)
- The Sales and Marketing Relationship
- Different Sales Techniques
- Selling in 2011
  - Video- Did you know?
- Developing a Commercial Mind Set

Your Sales Role

- Understanding the Power of Positive Identity.
- Eradication of Self-limiting Beliefs

Your Sales Toolkit- The Salesman Mix

Salesman Attitude

- Professionalism
- Drive (Self-Motivation)
- Innovation
- Stress and Rejection

Salesman Knowledge

- Job
  - Purpose
  - Targets
  - Reviews and Rewards
- Customer Understanding
  - Who, Why and Where?
  - Customer Needs
  - Understanding the supply chain and ‘Shamrocks’ of business
  - Cost of Sales
  - Priority (ROI)
- Products or Service
  - Features and Benefits
  - Your Edge (Sales Pitch)
- Competition
  - Who and Where?
  - Their Edge
  - Prices
- Prices
  - Terminology
  - Approach and Tactics
  - Pricing Mistakes
- Sales Process (Steps)
  - Objectives
  - Preparation
  - Prospecting
  - Presentation
  - Overcoming Objections
  - Closing
  - Order
  - Relationship

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DAY 2 • COMMUNICATION AND TEAMWORK

Salesman Communication

- 2-way (Listen as well as Speak)
- The 7C's of Communication
- Etiquette
- Telephone
  - Process
  - Effective Techniques
  - Identify Decision Makers
  - Understand the Customers Decision Making Process
  - Quotation follow-up and asking for the order
  - Identifying future wants and needs
  - Creating future wants and needs
  - Role-play
- The Sales Interview
  - Process
  - Establish Credibility
  - Ask the Right Questions (Establish Needs)
  - Effective Demonstrations
  - Handling Difficult Situations
  - Your Body Language
  - Selling from the Exhibition Stand
  - Role-play
- Your Offer
  - Using the Facts Gathered
  - Techniques for Making a Powerful Proposal
  - Objectives as an Opportunity
  - Investment Rather than a Cost
  - The Reasons Why People Don't Always Buy Immediately
  - Proposal Activity

Salesman Teamwork

- Synergy
- Reciprocal Business
- Your Network
  - Creating Effective Account Development Plans
  - On-going Relationship Management
- Teambuilding Exercise

DAY 3 • RESULTS AND CONTROL

Salesman Targets

- SMATER Objectives
- Building Sales
  - The Sales Equation
  - Your Customer Base
- Territory Management
- Time Management (Quiz)

Salesman Results

- Planning
- Forecasting

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- Negotiation
  - Effective negotiation techniques
  - Positioning attitudes and powerbase creation
  - Margin motivation
  - Value Added Services
  - Variables for effective negotiation
  - Sell Advantages and Benefits
- Handling Price Objections
- The Role of the Buyer and Their Issues
- Buying Criteria and Decision Making Process
  Closing Techniques
- Ask for the Order (Close)
- Add and Multiply
- Managing Sales to Order
- After Sales Service (Long Term Relationships)

Control
- Reports
- Sales Review
  - Self-Appraisal
- Rewards
- Correction

Practice for Insights
- **Activity- "Unbelievable Deal"**
  Each delegate (the Seller) is given 10 minutes to roll play their sales pitch entitled "Unbelievable Deal", prepared as pre-work to the program with the knowledge that the Buyer has a sizable order to place for their product or service; in this situation the class (the Buyer) has the opportunity to ask questions (up to 5minutes) and the opportunity to place an order should they be convinced by the Seller's presentation; these sessions will be filmed for their record. After every 3rd presentation the class will then open up a 5 minute discussion that critiques the delivery against the individual aspects of the Presentation Framework offered in day 1. To assist this process each member of the audience will be given a Framework checklist, which will be used to record any comments with regards to the delivery; the original sheets will be collected and later given to each delegate presenter along with a copy of the video for their review and self-development.
  Objectives
  - ✓ Determine effective sales technique
  - ✓ Practice key presentation competencies especially:
    - Preparation
    - Structure
    - Presence
    - Pace
    - Handling Questions
    - Managing a Challenging Audience
  - ✓ Identify key insights and learning gained through this activity

Key Learning Review
- Group discussion and professional feedback to consolidate key learning. Delegates will leave the day with a list of development activities to improve their basic sales competency back at work.

PRE- PROGRAM WORK

The delegates attending this course will be asked to prepare thought and materials for a 10 minute presentation (using media of their own choice) entitled “Unbelievable Deal!”. This will delivered to the class during “The Sales Interview” activity scheduled in Day3.

IN ADVANCE

Each delegate will be asked to complete a pre-course questionnaire to determine their individual learning objectives. These will be used by the trainer to give on track training that is focused on the individual learner attending.

The most appropriate training format, content and approach for this course will be discussed with you prior to the start of your course.

ON-TRACK FOR GROWTH

The individual leaves this program with a **Personal Action Plan** to encourage immediate transfer of training to the job.

The Whole Thing can help properly position and align all learning and development with business priorities to ensure that effective evaluation is possible. We encourage all our clients to agree measures prior to any intervention so that return on investment (ROI) and process gets attention.

Please contact **The Whole Thing** to explore the many ways that we can help you.