

## Overview

This professional business development programme centres on the core issues that confront businesses in relation to business-to-business selling and existing account/market development.

The programme will emphasise the professional, people-to-people elements of selling – Prospecting intelligently, Qualifying Opportunities, Pipeline Management, Building (and maintaining) Relationships, using Advanced Communication Skills and understanding the importance of Account Development.

## You Will Learn How to

- Adopt a systematic and strategic approach to gaining business.
- Develop the sales skills required for success in competitive markets.
- Understand the importance of an 'Account Development' approach to selling.
  - Apply rigorous qualification.
  - Be better able to recognise and influence decision criteria
  - Be better able to recognise sales possibilities and opportunities.
- Be more professional and objective in sales forecasting

## Who Should Attend

- Account and Sales Managers who have a remit for sales performance
  - Those about to move into selling
- those who are currently selling but have had no formal sales training;
  - Those with sales experience and who wish to revise their skills levels;
- Those whose role is to support the sales process within an organisation.

## Content

### Selling Products or Services – The Management Challenge

- The Changing Role of the Salesperson
- The Purpose & The Objective of Selling
- Holden's 4 stages of Proficiency

### The Buying/Selling Process

- The Buyers Cycle
- The Salesperson's Response
- The Professional Sales Call – SAPO
- The Complex Sale v The Simple Sale

### Planning & Preparation

- Understanding USPs
- Value Statement Libraries
- Juran's 'Truth'

### Prospecting and Getting The Appointment

- Customer Profiling
- Prospecting Techniques
- Getting the Appointment

### Qualification Techniques (& How To Use It)

- Primary Qualification & Technical Assessment
- Should I Compete?
- Is it worth it? / Can I Win?

### Sales Communication Skills

- Understanding Communication Skills
- Working With The Buyer's Perception
- Questioning/Listening
- The SPECS Questioning Technique

### Selling to 'Different' Customer Types

- Buyer Types/Buyer Motives
- Deciding on Your Response
- The Customer Relationship

### Decision Criteria (Why 'buyers' Buy)

- How To Influence The Decision Process
- The Golden Shot
- Handling Customer Concerns

### The 'Consultative' Sales Process

- Selling Through The 'Consultative Approach'
- Spotting Consulting opportunities
- The 'Sales Consultancy' Cycle

### Professional Negotiating (Win-Win)

- The Process of Negotiation
- The Difference between Selling and Negotiation
- The Fundamentals Of Why Negotiations Fail
- Proposing – Asking For What You Want !
- The Psychology Of Bargaining
- Closing the process

### Gaining The Order

- Closing – How Important Is It?
- Getting Commitment
- The Fear Of Rejection

### Managing Sales Development

- The Sales Funnel
- Pipeline Management
- Sales Forecasting Techniques
- The 4 Keys to Sales Effectiveness

### Account Management & Protection

- Managing Perceptions and Expectations
- Exploiting Good Customer Service
- Territory & Account Allocation

### Account Development Strategies (ADS)

- Determine the Factors - Plus and Minus that affect the Outcome of your Sales
- Using Teams As Competitive Edge
- Building On The Account Relationships – The Trusted Advisor
- Develop Strategies that Maximise your Market Penetration and Protect your Existing Accounts
- How to Sell in Partnership With Each Account
- Establish Long Term Business Objectives for New accounts - and Plan Further For Major Accounts

Duration	3 Days
Fee	£Stg 915 € 1350
Location	BELFAST DUBLIN
Dates	beckinridge.com/schedule