

## Overview

Selling & Account Development in today's competitive growth sectors is complex. Buyers demand that the sales person acts as a market specialist rather than simply an 'order taker' and suppliers are being forced to 'chase' their own markets

This course will emphasise the professional, people-to-people elements of selling - Advanced Communication Skills, Building (and maintaining) Relationships, Sales Planning and Pipeline Development, Projecting The Company 'Brand' and understanding the importance of being seen as 'The Trusted Advisor' rather than 'order takers'.

Most importantly, the course examines the sales process from the buyers' viewpoint, and concentrates on having clarity as to what the decision criteria is within each sales opportunity.

By the end of the course delegates will be able to:

- Adopt a systematic and strategic approach to gaining new business.
- Understand the skills required for success in very competitive markets.
- Develop an 'Account Development' approach to selling.
- Understand and use qualification.
  - Be better able to recognise and influence the decision criteria (why people buy).
- Be better able to recognise additional sales possibilities and opportunities.
- Be more self-disciplined in setting sales objectives and forecasting.

## Content

### Understanding The Challenge

- The Changing Role of the salesperson
- The Purpose & The Objective of Selling
- Working With Belief Systems & Attitude

### The Buying/Selling Process

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

### The Role Of Prospecting In Selling

- Customer Profiling
- Prospecting Techniques

### Using Qualifying Techniques

- Primary Qualification /Assessment
- How To Qualify
- What Does A Qualifying Technique Tell You?
- Juran's 'Truth'

### Managing & Maximising Your Pipeline

- The Sales Funnel
- Pipeline Management
- Sales Forecasting Techniques

### Selling to 'Different' Customer Types

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

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

- The Decision Making Process
- How To Work With The Customer's Thinking
- Handling Customer Concerns

### Using The 'Consultative' Style

- Selling Through The 'Consultative Approach'
- Spotting Consulting opportunities

### Sales Communication Skills

- Understanding Communication Skills
- Working With The Buyer's Perception
- Understanding The Power Of Listening
- Using Questions To Influence
- Negotiating (Win-Win)

### Gaining The Business

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

### Account Development Strategies (ADS)

- Determine the Factors That Increase Business In Your Accounts.
- Develop Strategies that Maximise your Market Penetration and Protect your Existing Accounts
- Sell in Partnership With Existing Accounts and Build Long Term Business Objectives for New accounts.

### Sales Time Management – The Fundamentals

- Professional Utilisation Of Sales Time
- The Urgent/Important Matrix (Covey Principles)
- Techniques To Avoid Procrastination
- Planning Sales Activities
  - Territory
  - Pipeline
  - Self