

Overview

Selling & Account Development in competitive, structured-buying market sectors is now more complex than ever.

More and more sales organisations (which include product leaders) are being forced to 'chase' their own markets.

Account, Territory and Regional managers now realise that the sales techniques previously employed need to be more focused and effective to address the requirements of the buyer.

This programme centres on the current business development issues confronting sales personnel in relation to further developing and growing their existing accounts, territories and market.

This programme emphasises 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' and 'order makers' rather than 'order takers'.

You Will Learn How To:

- Adopt a systematic/strategic approach to selling and gaining new business.
 - Understand the skills required for success in competitive buyer-led markets.
 - Be better able to recognise and influence the decision criteria
- Develop an 'Account Development & Protection' approach to selling.
- Understand the importance of rigorous personal planning and time management.
- Be more objective and self-disciplined in setting sales objectives, managing 'sales time' and forecasting.

Content

Selling Products or Services - The Challenge

- The Changing Role of the Salesperson
- The Purpose & The Objective of Selling
- Being Seen As The 'Trusted Advisor'
- Selling Your Company 'Brand'

The Buying/Selling Process

- The Buyer's Cycle
- The Salesperson's Response
- The 'Short' Sale V The 'Complex' Sale
- The Professional Sales Call

Your Market Approach

- Understanding Your Impact Selling Points
- Value Statement Libraries
- Juran's 'Truth'

Analysis, Prospecting and Qualification

- Customer Profiling and.....
- Understanding Buyer(s) Motives
- Prospecting Techniques
- Qualification & Assessment

Selling to 'Different' Customer Types

- Buyer Types/Buyer Motives
- Deciding on Your Response
- Personal Motivation/Response To Buyer

Decision Criteria (Why 'buyers' Buy)

- How To Influence The Decision Process
- Organisational Needs V Buyer Needs
- Handling Customer Concerns

Professional Negotiating (Win-Win)

- Professional Negotiating
- Why Do Negotiations Fail
- Who Has The 'Power' – Buyer Or Seller
- The Psychology Of Bargaining

Managing The Closing Stages Of The Sales Process

- Managing The Buyer's Concerns
- How Important Is It?
- Overcoming Last Minute Hurdles
- The Fear of Rejection

Managing Your Sales Activity

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

Advanced Sales Communication Skills

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

Writing Winning Responses

- Responding To ITTs, RFPs RFQs
- The Fundamentals Of Response Impact
- Responding To Decision Criteria
- Writing For Different Buyer 'Types'
 - The Financial Buyer
 - The Product Buyer
 - The User Buyer
 - Others?

Account Development Strategies (ADS)

- Factors That Affect Account Management
- The Account Relationship – The Trusted Advisor
- Develop Strategies That Maximise Your Market
- Penetrating and Protecting Your Existing Accounts
- How To Up-Sell To Your Accounts

Time Management for Sales People

- Why Are Some Sales People So Effective 'Time'?
- The Urgent/Important Matrix (Covey Principles)
- Techniques To Avoid Procrastination
- Planning Sales Activities
- Using 'Qualification' To 'Create' More Selling Time

Optional Qualification

This programme carries an optional ILM Level 5 Award in Leadership & Management which is achieved through the completion of the three days training course and two post-course assignments.

Our **Qualification-Series** will support a strategy to:

- Increase your management team's skills levels to improve productivity
- Gain a Quality Standard for your company
- Build evidence of Continual Professional Development

All this gained through an investment of just three day's Instructor Led Training and two follow up assignments. This fast-track approach will maintain momentum and achievement rates. Successful participants will receive an Institute of Leadership & Management (ILM) Award setting them and your company apart from the others.

Duration	3 Days
Fee	£915 without ILM Award £1,465 with ILM Award
On-Site Courses	Contact us to have this course delivered on-site or tailored to your needs