

TRUST SELLING



Trust is an essential element in today's business environment for long term sustainable relationships. This workshop is offered as an interactive training experience to help salespeople develop long-lasting sales relationship, established upon a solid foundation of trust. Our expert facilitators will bring to life the keys to nurturing exceptional client relationships. These principles have profoundly affected the daily behavior of sales professionals throughout the industry. High trust selling workshop offers the unique opportunity to invest in your most crucial sales skill-relating to customers!

LEARNING OUTCOMES

After completing this class, sales people will learn how to:

- Define clear and effective goals that is focused on increasing the productivity level of the sales force.
- Cultivate long term relationships with ones customers.
- Identify prospects with high profitability potentials and low time maintenance.
- Develop creative and excellent presentations to gain the confidence of one's customers and grow sales numbers.
- Build trust with the clients by identifying the key needs and values and providing an appropriate solution.
- Communicate the unique value of their company's solution to the right executive.

Format

Instructor-led, 1-days Duration.

Audience

- Sales and Business Development Managers.
- Key Business Relationship Managers.

Prerequisites

Participants should ideally have prior selling and account management experience

Course Content

Module 1: Introduction to the high trust pyramid.

Module 2: The 5 step process for appointment setting.

Module 3: Targeting high profit/low maintenance relationships.

Module 4: Creating unique value propositions.

Module 5: High impact openings.

Module 6: Values and needs discovery.

Module 7: Eliciting core values: the three-deep approach.

Module 8: Needs to solutions: the transition.

Module 9: Creating successful solution scripts.

Module 10: Referral script development.

Module 11: Handling objection: the act model.

Module 12: Personal action plan.