

SOLUTION SELLING WORKSHOP

This course instills the confidence necessary to move beyond product and services selling to solving strategic business challenges with business and technology solutions. The workshop builds on the Technology Sales Training Program-1 and help technology sales people to extend the reach of their company's solution across key accounts and win strategic opportunities more effectively with less effort.



LEARNING OUTCOMES

After completing this class, sales people will be able to:

- Create effective presentation materials.
- Understand the importance of Appearance, Posture, Gestures, Eye Contact and Facial Expressions in presentations.
- Comprehend the need for structure in the verbal skill area of presentations.
- Learn the techniques for getting results in the arenas of humor, audio-visual methods, MC introductions, and Q & A sessions
- Recognize the trademarks of poise and delivery.
- Gain confidence and comfort by learning the funneling process.
- Evaluate the way they present to others.
- Capitalize on one's own delivery style.
- Identify their presentation strengths and areas for improvement.
- Understand why preparation provides the bridge between content and intent

Format

Instructor-led, 1-days Duration.

Audience

- Persons new to sales
- Experienced Salespeople needing to keep abreast of recent developments in selling
- Account managers and business development executives
- Small Business owners and proprietors.
- Relationship Managers

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

Module 1: Your Pre-Call Planning

- How to set specific objectives that guide you on the successful call (along with examples)

Module 2: "Sounding" for Success

- How to sound the way you want to "look" over the phone.
- Using the right words and phrases that put them in a buying frame of mind—and what to avoid that immediately turns them off.

Module 3: Pre-Buyer Conversations

- Secrets of collecting valuable information before you reach your decision maker.
- How to get screeners on your side in helping you sell to the boss (this contradicts what many "experts" say, but it works).
- What NOT to say to screeners (and on voice mail) which is sure to categorize you as a "typical time-wasting salesperson."
- Word-for-word examples of interest-creating messages.

Module 4: Opening Statements That Create Interest—Not Resistance

- What to never say during the first 30 seconds of the call.
- Proven formulas, templates, and word-for-word examples of prospecting, account management, follow-up, and inactive account opening statements to use as-is or modify.

Module 5: Helping People Buy Through Questioning

- How to plan the questioning strategy that will help them want to hear what you have.
- There are such things as dumb questions in sales; what they are, and how to avoid them.

Module 6: Listening: Much More Important Than Talking

- The one word that can help you become an exceptional listener.
- The two points where you should pause in the communications process, and the five benefits to you of doing so.

Module 7: Sales Messages

- The four-step process for presenting exactly what they want to hear in order to buy.
- How to minimize price and maximize value.

Module 8: Asking For, and Getting Commitment (Closing)

- How to move every call forward with commitments.
- Specific commitment questions you can use and modify.

Module 9: Answering Problems and Questions (Objections)

- Why objections are feared by most people—except by you after this module.
- How to handle buyer-objections so you can comfortably and confidently address every objection you hear.
- How to deal with objections in a conversational, non-adversarial way.

Module 10: What Do You Say on the Next Call?

- Getting prospects and customers to do homework to ensure they're committed.
- How to ensure they actually read the information and evaluate the samples you send.
- Setting real phone appointments that they are serious about.

Module 11: Beating Call Reluctance and Building Self-Motivation

- How to remove self-imposed limitations, and set and stay committed to your goals
- Seven keys to minimizing feelings of rejection
- Six ideas for building self-confidence