

Effective Sales Skills

“Selling involves transforming the features of your product into benefits for the customer.”

- Matt Suffoletto, IBM

Success as a business partner for your customers is a result of successful communication; understanding the customer's needs and helping them to understand your solution. Effective sales professionals demonstrate excellent questioning and listening skills and then use the information they have received to demonstrate their capability to create added value for their customers.

Becoming a business partner means recognizing that people and not organizations make buying decisions. Sales professionals with a solutions mindset do not ask for an order which represents an added cost to their customers. Instead they offer solutions which represent added value for the customer's business. They change the basis of the decision from one based on costs to one based on profits or growth. The central objective of this workshop is to enable business professionals to implement a consultative sales process and approach in order to achieve their defined sales targets.

Objectives

At the end of the workshop participants will be able to:

- identify and influence different decision-makers present in complex sales.
- plan and lead a sales call leveraging the buyer's key buying preferences.
- uncover and develop customer needs through dialog.
- avoid objections through 'linked consequences' methodology.
- create and lead powerful, customer-oriented sales presentations.
- recognize signals that indicate a sale is at risk and take steps to save it.

Contents

- Managing the sales funnel
- The ideal customer / project profile
- Developing a strategic sales plan
- Implicit versus explicit needs
- Demonstrating capability (Features>Advantages>Benefits)
- Dealing with objections and gaining commitment
- Creating results in competitive environments

Learning Methodology

The participants will be expected to do some preparation in advance of the program and come prepared to share some challenging sales situations.

The workshop will involve case studies, group activities, lecturettes, small group discussions and simulations around sales situations at work.

Each participant will be encouraged to enter a process of reflection on specific sales targets they have identified and develop an action plan to achieve them.

Workshop

This is a three-day workshop for a group of 16 participants working with two Clarion Learning consultants at an off-site location.