

Modern selling skills

Full Day



Converting opportunities and building long-term relationships without a 'hard sell'.

Preparing

- The role of a modern salesperson – meeting needs and building relationships
- Researching your client's organisation and predicting their needs and likely problems
- The importance of empathising with your client's industry and its unique issues
- What are the features and benefits of your products and services?

Managing your time

- Prioritising skills to ensure you Spend 80% of your time on the best 20% of prospects

Why do people buy?

- The two main buying motivations
 1. needs (logic)
 2. wants (emotion)
- Using facts and logic to meet needs
- Using benefits to satisfy wants

Presenting your product or service

- 3 ways to grab people's attention in the first 30 seconds
- Delivering your message confidently and persuasively
- Listening to 'signals' from the client
- Using your body language and *positive* phrases to build rapport with the client
- The 4 crucial questions to identify the customer's *wants* and *needs*
- How to build your credibility by turning '*we can't*' or '*we might*' into '*we can*' or '*we will*'

Identifying the key issues

- The questions that work, and don't work
- Clarifying issues to *show* you understand
- Using *closed* questions to encourage a decision



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Basic negotiation skills

The real skills needed to solve client problems are basic negotiation skills. This session provides these skills and relates them back to day-to-day discussion with clients.

- What have you got to trade (e.g. time, cost, expertise, convenience)?
- The ideal trade – a service that is 'easy' for us to provide but significantly helps the client
- Discover how professional negotiators *trade* the right issues at the right time

Overcoming objections

- The 5 *real* reasons people object
- The proven questions for isolating the real reason for an objection
- Simple techniques for working out positive solutions to the customer's objection

Giving 'bad news'

Sometimes we simply can't meet the customer's needs or people have not received the service promised. These situations are difficult but studies show that if they are handled constructively they generate *more* goodwill than services provided with no problem.

- Recognising problems or breakdowns as an opportunity to 'show off' the quality of your organisation's service
- Giving "bad news" to the customer - the 3 step technique for presenting your organisation's position in a respectful and persuasive way

Closing the deal

- The importance of converting opportunities - ensuring the client doesn't use *your* information and advice to get a better deal from someone else
- Recognising the 4 most common buying signals
- 6 ways to ask for the business - without being *pushy*

Resolving problems and complaints

- The value of developing long-term relationships
- Ensuring quality service...how systems help you satisfy the customer EVERY TIME
- The proven M.A.D. strategy for satisfying angry customers in person or on the phone

Activities

Throughout the session participants will keep applying the techniques to their services and products. They will also be involved in case studies and exercises to keep the session stimulating and active.



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