



# Professional Selling Skills

## Duration - 2 Days

Two power-packed days designed to develop the professional selling skills of participants. We help you to directly link your skills to your clients most pressing business needs and deliver real bottom line business value.

**Professional Selling Skills** is a workshop aimed at salespeople, consulting professionals and non-salespeople in customer facing roles. We develop the necessary face-to-face selling skills to identify opportunities, initiate contact and close the sale. This workshop provides understanding, and role-playing practice, of sales skills and processes as a means of getting the best return from your time, and above all, the time spent face-to-face with clients leading to further business with current and new clients.

**Professional Selling Skills**, developed in Australia for the Australian culture, is based on a 'global best practices' model. We use practical local examples for real-life role-plays where you will practice using the skills and processes learned. We help you develop action plans for your most important clients and opportunities, and help you plan the time you will spend face-to-face with these clients.

In every organisation where this event has been run there have been significant improvements in the number of qualified prospects and billing hours for professional staff.

### Business Outcomes

- § Better understanding of customer needs
- § Firm foundation for consultative, partnering customer relationships
- § Improved prospect-to-proposal-to-order conversion rates
- § Competitive differentiation of services as a 'need satisfier', not a set of specifications
- § Proposals become a business case for a strategic relationship - not a one-off transaction
- § Adding value reduces price sensitivity and leads to higher margins
- § Better return on lead-generation promotion spend
- § Heightened morale: success-driven motivation

### Workshop Objectives

At the end of the workshop, delegates will be able to:

- § Use the sales skills required to significantly advance a sale in a face-to-face situation.
- § Qualify prospects to ensure that time is used effectively in selling situations.
- § Manage successful relationships with clients.
- § Actively seek out new prospects from base accounts and networked contacts.
- § Have more confidence in applying selling skills.

### What to Expect

This is a high energy, fast paced, 2-day workshop that includes face-to-face skills training, role-plays, and proposal writing practice in selling professional services.

You will come away with real plans on how to deal with your most important opportunities.

## Who Will Benefit?

All sales and non-salespeople involved with clients will benefit from the workshop.

## Key Skills and Concepts

- § Behaviour analysis and how it's used to analyse your selling skills
- § The sales cycle
- § The psychology of customer needs - implied and explicit - and what they tell us
- § Networking, initiating contact, and prospecting – 'Opening the door'
- § Understanding the client's personal wins and what's in it for me (WIIFM)
- § Thinking in the client's shoes
- § Call planning
- § Opening the sales call - not a formula, just one skill you must use
- § Questioning and active listening - the questioning model – investigation the situation, problem, implication, and need-payoff
- § Qualification Model – Should they; will they; can they; when will they buy
- § Simple and complex sales
- § Funnel management
- § Features, advantages, and benefits - Demonstrating your capability
- § Linking business problems to our features, advantages and benefits
- § Understanding objections: it's a myth they're a 'good thing'. How to minimise and handle them
- § What to do with Low Reactors - the most difficult customers you'll meet
- § Proposals:
  - 4 Customising, personalising, using customer quotes and summaries of key points
  - 4 Building the business case
  - 4 Structuring for clarity: the executive summary, contents page, sections and headings
  - 4 Ensuring readability: writing style, the Fog Index, use of appendices.

- § Obtaining commitment and closing
- § Closing: why it's overrated and dangerous - and the one, simple way to gain commitment
- § Self-development plan and follow-up

## Benefits of Attending the Workshop

- § Improvement in sales, revenue and margin, over a measured period
- § Attendees enhance their own career potential, enjoyment and rewards
- § Ensuring the year-on-year success of business areas achieving its set tasks.
- § Widening and increasing the number of prospects leading to more business, revenue and profit in the future

## Quote

*"I'd thought "Oh No" not another sales course by some theory spouting motivational speaker. This was a real life / real value approach. One of the best I've seen in 28 years in the I.T Industry"- Senior DMR Consulting Salesperson*

Exceptional Sales Performance

5 Allnutt Court

Cheltenham, Vic. 3192

[www.exceptionalsales.com.au](http://www.exceptionalsales.com.au)

## Contact:

Mr Gregory R Ferrett

0419 235 000