



# Sales Cultural Change for Consulting Professionals

## Coaching Program

Professional Selling Skills Cultural Change<sup>©</sup> is a program aimed at consulting professionals and technical staff in customer facing roles and salespeople who work with them. The program is designed to support the consultant, as they apply the skills learned in an initial training workshop (**Professional Selling Skills** or **Get Off The Bench!**<sup>©</sup>) in developing and mastering their sales skills.

### Key Business Issues

Key business issues a Professional Service organisation typically face are:

#### *Margin Pressure*

Maintaining margins and profitability – especially in a low growth or declining market

#### *Growth Pressure*

Building a strong sales funnel is a challenge when your primary objective is to deliver results to your client

#### *Sales Culture*

How do you build a strong sales culture into professionals most of whom have never sold before

#### *Sales Targets*

What do you need to do to blow away your targets without relying on a dedicated sales force

### Program Aim

Our aim is to make business and sales principles an 'everyday event' in consulting professionals. We provide assessment, sales training, coaching and mentoring to achieve this aim with a commitment to the growth and development of individuals achieving exceptional outcomes in all aspects of their lives.

### Creativity vs. Sales Tools

The program we offer is one of cultural change.

"An amateur photographer was invited to dinner and brought a few photographs. The host looked at them and commented, 'These are very good – you must have an excellent camera.' Later in the evening, as the photographer was departing, he turned to the host and said, 'That was a delicious meal. You must have some excellent pots'".

We introduce sales tools to the consultant and help them apply their creativity to deliver outstanding sales results.

### Cultural Change

To change the culture of an organisation a robust program of training and support is needed. This program is an extension of include training workshops (**Professional Selling Skills** or **Get Off The Bench!**<sup>©</sup>). It is the ongoing work we do with individuals that ensures the change. As a part of this program each participant:

- § Writes and agrees to a 14 day, 30 day and 90 day program of change
- § Is assigned an internal 'buddy' to work with
- § Works with an external coach
- § Is proactively telephoned regularly for one on one coaching
- § Attends the reinforcement workshop and agrees to a 12 month development plan
- § Has unlimited telephone and email support from their external coach while on the program

## What to Expect

Each participant is introduced to key selling principals and practices; provided with sales tools; and role-plays relevant case studies in a supportive environment. Each participant outlines a plan to put the skills into practice and is 'coached' over a 90-day period by a combination of internal and external resources.

An initial workshop, tailored to the needs discovered in the assessment phase, introduces participants to key selling principles. A final workshop designed to reinforce new skills learned is run and a plan to ensure the learned skills continue to develop is put in place with the participants.

## Who Will Benefit?

All consulting professionals and technical staff with client contact will benefit from the program. Sales people who work with them are encouraged to participate.

## Program Objectives

At the end of the program, participants will be able to:

- § Expand existing projects and identify new opportunities that deliver solid margins – even in a declining market
- § Build a strong sales funnel with qualified prospects
- § Manage successful relationships at all levels with clients
- § See the value a strong sales culture brings to themselves and their client
- § Have more confidence knowing there is a strong flow of new business without waiting to be 'sold' by someone else

## Initial Workshop Contents

*(See also separate workshop fact sheet)*

- § The sales cycle
- § Understanding the client's personal wins and what's in it for me (WIIFM)
- § Thinking in the client's shoes
- § Call planning
- § Questioning and active listening
- § Qualify, qualify, qualify

Features, advantages, benefits

- § Understanding & handling objections
- § Obtaining commitment and closing
- § Simple and complex sales
- § Prospecting and funnel management
- § Networking and initiating contact
- § Self-development plan and follow-up

## Benefits of the Program

- § Measurable improvement in sales, revenue and margin
- § Full sales funnel
- § Year-on-year improvement to business bottom line
- § Clear view of upcoming projects that are in your control

## Optional Follow-Up

- § Advanced Selling Techniques
- § Opportunity Management
- § Account Management
- § Time Management for Professionals

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