



Sales Essentials

How to close more sales by building trusted relationships

- Build credibility, trust and rapport with your customers
- Tailor and present a solution that meets your customer's needs.
- Close more sales in less time at a higher margin.

This **six-hour** Sales Essential Programme will provide you with the foundational knowledge and skills you need to build mutually beneficial business relationships with your customers.

Based on the best practices of top performers, you will learn how to quickly create connections, clarify your customer's needs, present a compelling solution and close the sale.

According to Salesforce, less than 50% of sales professionals are reaching their targets. Things have changed. Competition has increased, customers are becoming more demanding and it has become increasingly difficult to get access to decision-makers.

You need a modern approach to sales that gets results:



Develop the **mind-set, skills** and **systems** required for sales success



Implement a process that helps you **engage** with more customers



Confirm your customer's **needs** through **active listening**



Communicate effectively over the phone and in writing



Present a solution that delivers real value



Close the sale and manage objections

I learnt a whole different approach than the normal traditional selling methods.
Sales Exec: Altron

Refreshing insight into a different sales techniques.
Sales Manager: Etion Connect

Programme Overview

Module 1: Mindset, Skills and Systems

Focus on solving problems for your customers and adding value

- What has changed in the world of sales?
- Selling = Customer experience + Value
- Secrets to sales success:
 - Mindset
 - Skills
 - Systems
- Develop the right mind-set:
 - Self-belief
 - Determination
 - Bias to action
- Skills of top performers
 - Teach
 - Tailor
 - Take control
- Build the right systems:
 - Sales funnel engagement
 - Measure progress and improve

Module 2: Engage your customers

Build a plan that will lead to potential customers wanting to interact with you

- Own your own results
 - Personal branding
 - Social selling
 - Prospecting
 - Networking
- How to get new customers:
 - Seeds
 - Nets
 - Spears
- A lead generation process that works:
 - Target and prioritise opportunities
 - Research the top 10
 - Create a clear value proposition
 - Design and implement an engagement plan
- Retain and grow existing customers
 - Nurture
 - Identify opportunities
 - Follow up

Module 3: Understand customer's needs

Your main aim with customer interactions is to understand their needs clearly so you can present the right solution.

- Secrets to building a meaningful connection with your customers
 - Focus on value
 - Be the person your customer wants to buy from
 - Put yourself in your customer's shoes
 - Really listen
 - Use stories
 - Adapt to their environment
- Active listening skills
 - Affirm
 - Clarify
 - Confirm
 - Summarise
- Ask the right questions
 - Situation
 - Process
 - Impact

Module 4: Present your solution

Allow your customer to evaluate the solution

- The importance of having an advocate
- Build an evaluation plan
- The best way to present your solution
- Apply the decision equation
 - Forces for progress
 - Forces against progress

Module 5: Close the sale

How do you get your customers to commit?

- What does it mean to close the sale
- The importance of an advance
- How to close the sale
- How to deal with objections