

Professional Selling

Find new customers and close more sales



Build a predictable pipeline of opportunities



Tailor and present a solution that meets your customer's needs



Close more sales in less time at a higher margin

This Professional Selling remote learning programme will provide you with a structured approach to business development from prospecting to close.

Based on best practices applied by the world's most successful sales teams, you will learn how to make more sales, more easily and with less stress



www.bit.do/professionalselling

Welcome on your journey to sales success



In the movie **The Karate Kid**. Daniel LaRusso, moves to a new area but quickly finds himself the target of a group of karate bullies, led by bad boy Johnny Lawrence. He ends up being beaten up pretty badly.

Being in sales can sometimes feel like this - a tough economy, lots of competition, customers who have the attitude of "don't call me, I'll call you" and buying decisions that seem to take forever.

Just when all seems lost, Danny meets Mr Miyagi, a repairman who just happens to be a martial arts master himself. Mr Miyagi takes Daniel under his wing and prepares him to compete in a tournament, that also (of course) includes the brutal Cobra Kai boys.



Mr Miyagi uses some rather unorthodox methods, which frustrates Danny but the two build a relationship of trust and Danny puts in the hard work and is finally ready for his ultimate test.



It's a tough tournament, with the Cobra Kai fighting dirty but Danny digs deep and trusts in his training. Supported by Mr Miyagi, he dramatically wins the final against Johnny Lawrence

Let me be

your Mr Miyagi

There is a saying: "Old ways won't open new doors". The world is a very different place than even six months ago – sales techniques have not kept up with a customer that has a whole new set of demands. I can help you:



Build the right mind-set



Develop the right skills



Create the right systems that consistently deliver results

This programme is built on extensive research into the core behaviours of top performing salespeople and if you put in the work, you too can be a top performer.

So, if you are ready to start that journey to sales success, register for this programme, and know, I will be with you every step of the way. Every hero's transformation starts with a decision to act.

Or as Mr Miyagi says: "Walk left, safe. Walk right, safe. Walk in the middle, you get squished like a grape."

What you will learn:

There are six modules, delivered live via a Virtual Classroom, supported by self-study and 1-1 coaching



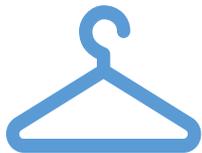
Plan: Know who your customers are. Have a clear strategy, value proposition and engagement plan.



Sell through Business Insight: Share insights and ideas to help solve current and emerging challenges.



Build two-way business conversations: Anticipate your customers' needs and show you can add value. Then listen.



Make it personal: Tailor the solution to your customer's industry, business, job requirements and personal needs and preferences.



Control the process: Focus on outcomes and financial impact. Make it as easy as possible for your customer to make a buying decision.



Maintain momentum: Continue to deliver value and identify new opportunities.



www.bit.do/professionalselling

How the remote learning works

The programme generally takes place over **four** weeks.



The instructor delivers a two-hour session in a virtual classroom



You work through the e-learning modules and complete activities



We have a one-hour coaching session during the week



You hand in your assignment



Rinse and repeat for weeks 2 and 3

The value of this remote learning programme

- ✓ **Save time out of the office.** You have the flexibility of attending the Virtual Classroom and coaching sessions during or outside of working hours.
- ✓ **Learn at your own pace:** The eLearning allows you to develop a deep understanding of the concepts and you are given access to a member site with extra resources, eLearning and videos to extend your learning.
- ✓ **1 to 1 Coaching:** You get focused facetime to ask any questions you might have, clarify anything that is not clear or if required, a sympathetic ear.
- ✓ **Apply the learning:** With most instructor-led programmes, you have forgotten half of what was covered before you have even left the classroom. Here you get to reinforce and apply your learning consistently, supported by your able guide.
- ✓ **Tools and resources:** The programme is full of helpful tools and resources like account plans, templates for presentations and proposals and a whole lot of examples of the right language to use to get results.

About your guide

My name is Tim Keys. They call me the "Professor" because of my passion for learning. I founded the Sales Institute in 2000 because I believed the sales methods being taught had not adapted to changing customer demands.

Since then I have had the fortune of working with sales teams and their leadership around the world, including Microsoft, Oracle, Dimension Data and FNB.

Everything I teach is based on proven best practices and scientific research and I am constantly updating my own knowledge to make sure my work is always relevant.

I am as passionate about helping large sales teams as I am about helping start-ups and small businesses and have spent many years with Microsoft BizSpark, mentoring tech start-ups.

I would love to be part of this exciting journey into sales success with you...I know we can do great things together.

My e-mail address is timk@salesinstitute.co.za if you have any questions.

"I am making much better choices now. I feel more in control of my sales."

Sales Executive: Peninsula Packaging

"The tools you provided have really helped me approach potential prospects more easily. I have far more customer appointments than I used to."

Financial Advisor: Sanlam

"I thought I knew everything about selling, then they changed all the rules. This has been really helpful to get me back to basics."

Estate Agent: Dickson Real Estate

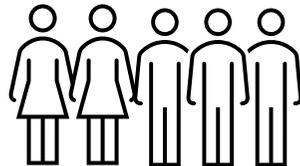
Fee Structure (Inc VAT)

Per person



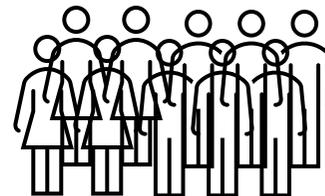
R3 980

5 to 9 people



R3 750

10 +



R3 450



www.bit.do/professionalselling

More detailed overview of what we cover

Module 1: Plan

Sales success results from spending your time and resources wisely. This takes careful planning.

- Adapt your sales process to the new world of sales
- Decide on the potential markets you would like to focus on
- Build your core sales message
- Define your sales strategy and tactics to help you achieve your objectives?
- Develop a positive mindset

Module 2: Prospect

To get the appointment, you need to give your customer a reason to want to meet with you.

- Do your research – Identify your customer's needs
- Write effective e-mails that will get your customer's attention
- Use LinkedIn to build your network.
- Use the phone in the right way to get the appointment
- Take the plunge and use personal videos to get your customer's attention

Module 3: Make the most of your customer meetings

The meeting allows you to understand your customer's needs clearly so you can present the right solution.

- Build trust and rapport: Introduce yourself and create a connection
- Active listening and diagnostics: understand needs and requirements
- Structure the conversation: Pain – Impact – Vision of Solution
- Tailor the solution: Talk to the Industry, Company, Role and Individual
- Get permission to proceed: Summarise and get them to agree to next steps

Module: 4: Present the Solution

Make sure you are presenting to decision makers. Keep the focus on value.

- Build an effective proposal
- Build a business case that communicates value
- Use language that influences behaviour: choose your words wisely to get the results you want
- Present your solution: How to present your solution in a way that generates action

Module 5: Close the Sale

Use positive language so your customer is comfortable with the decision being made

- How to structure the closing conversation.
- Words you need to use to ensure action and commitment
- The process for managing a negotiation
- How to deal with specific objections

Module 6: Maintain Momentum

Maintain high levels of service and Identify new opportunities

- Ask for references: References from existing customers is a powerful sales tool
- Manage your time: techniques for managing your time more effectively
- Make improvements to the sales cycle:
 - Evaluate and enhance your sales process
 - Set yourself challenging targets:
 - Identify ways can improve
- Continue the relationship with your customers and identify new opportunities