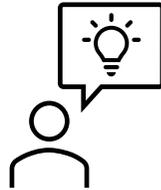


Inside Selling

Guidelines for selling over the phone and internet



Ensure engaging and high impact communication across multiple channels



Apply a process that allows you to understand needs and close more sales



Improve your sales effectiveness and productivity

This Inside Selling remote learning programme will provide you with a structured approach to sell successfully to customers via the phone or online technologies such as e-mail, instant messaging, and web conferencing.



Welcome on your journey to sales success

This program is designed for lead generation, lead development or inside sales professionals who need to build trust and rapport, capture interest, and get seen and heard by buyers who are totally overwhelmed by an increasingly noisy marketplace.

The programme answers the following questions:

1. How do I make sure prospects will listen to what I have to say?
2. How did I build messages that will have impact?
3. What can I do to get my voicemails and e-mails returned?
4. What questions do I need to ask in the limited time available to understand their needs?
5. How do I communicate the value of my solution?
6. What are the best ways to deal with objections?
7. How do I close more sales?
8. How do I manage my time more effectively and maintain my energy and motivation levels?

Keys to success:



Apply the right mind-set



Develop the right skills



Implement a system that consistently deliver results

The result:



A healthier pipeline



More closed sales



Predictable revenue

So, if you need guidance on how to find new customers, have more meaningful business conversations and close more sales, register now, and know, we will be with you every step of the way.

What you will learn:

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



Engage: Prepare for the call and design a compelling value proposition. Implement a four-step process to get commitment to



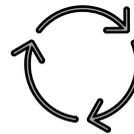
The power of your voice: The quality of your voice determines whether prospects will continue with the call.



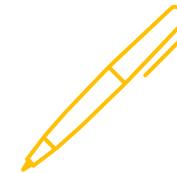
Active listening: The length of the call is limited so you need to know exactly which question to ask and how to ask them.



Present your solution: Communicate the value of the solution, use persuasive language, and pre-empt any potential objections.



Close the sale: Know when to close and how to close. Use language and strategies that encourage commitment.



Put it in writing: Write compelling e-mails to confirm agreement



How the remote learning works

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



The instructor delivers a 1 ½ -hour session in a virtual classroom.



You work through the e-learning modules and complete activities.



Book 1-1 coaching time



Submit your assignments.



Receive a certificate of completion.

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.

"Tim made me realise why I was struggling to get people to talk to me on the phone. It was a simple change but made me so much more successful."

Contact Centre Agent: A1 Financial Services

"I am finding that now I really listen to the needs of potential students. Because of that I am now able to offer the best solution."

Inside Sales: 2U / GetSmarter

"The programme was fantastic. I really feel more confident about Inside Selling. I even feel excited to phone clients now."

Client Services: DeskStand

"I couldn't believe it. The script Tim helped me build has meant I am able to book 3 x more appointments."

Lead Generator: First Technology

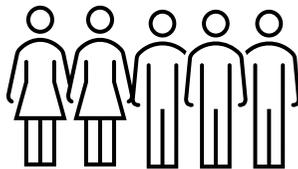
Fee Structure (Excl VAT per person)

Per person



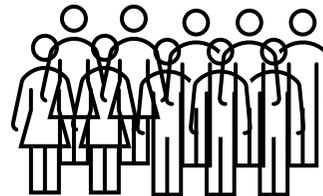
R3 200 (R3 680 Incl)

5 to 9 people



R2 800 (R3 220 Incl)

10 +



R2 500 (R2 875 Incl)



More detailed overview of what we cover

Module 1: Introduction to Inside Sales

Inside Sales is the fastest growing sales position worldwide.

- What is Inside Selling?
- Principles of effective inside selling
- The Inside Selling process
- Implications for selling over the phone and internet

Module 2: Create a good first impression

Making the sale is all about opening with a compelling value proposition.

- Preparing for the call
- Pre-call research
- How to build the right sales message
- The four steps to how to open the call
- How to deal with initial resistance

Module 3: The power of your voice

The quality of your voice determines whether prospects will continue to listen.

- Pauses, intensity, pace, and tone
- Developing an awareness of your speech and presence
- The power of words
- Projecting the right image
- The importance of passion and enthusiasm

Module 4: Build trust by asking the right questions

The length of the call is limited so you need to know exactly which calls to ask and how to ask them.

- Plan for the questions you want to ask
- Formulate questions that get the desired result
- Differentiate between telling and selling
- Organise your questions using established qualification criteria
- Ask the questions that will get you the answers you need (style and order)
- Apply active listening skills
- Trust your intuition

Module 5: Present your solution

Communicate the value of the solution, use persuasive language, and pre-empt any potential objections.

- Decide on the appropriate method to use to influence behaviour
- Identify any potential objections and create potential answers
- Communicate your value proposition
- Reference where you have helped another customer

Module 6: Close the sale

Use language and strategies to encourage commitment. The power of the nudge.

- Identify closing signals
- Deal effectively with any objections
- Work through the steps to closing the sale
- Create phrases that will generate commitment
- Apply the right closing strategy

Module 7: Put it in writing

Confirm commitments in writing

- Plan for the e-mail
- Write a persuasive e-mail
- Edit for effectiveness

Module 8: Maintain momentum

Manage your time and resources effectively to maintain momentum.

- How to follow up effectively
- Ask for referrals / Build case studies
- Keep contact with queries and existing customers on a regular basis
- Effective time management skills
- How to manage your energy levels
- Maintain self-discipline to help you achieve your goals