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.

THE SALES INSTITUTE

TRAINING | COACHING | PERFORMANCE MANAGEMENT

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.

Welcome on your journey to sales success.

The challenge

The economy is uncertain, customers are feeling overwhelmed, and it is becoming increasingly difficult to grab the attention and have meaningful business conversations with people who can buy from you.

The solution: Teach, Tailor and Take Control

Teach: Offer a unique perspective that talks to your customer's business outcomes.

Tailor: Identify what is important to them and tailor the solution to their needs.

Take control: Help your customer make a buying decision by focusing on value.

This programme will help you:

Apply the right mind-set

Develop the right skills

Implement a system that consistently deliver results

The result

A healthier pipeline

More closed sales

Consistent revenue through meaningful business relationships

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.

Plan:

Have a clear strategy, value proposition and engagement plan.

Sell through Business Insight:

Share insights and ideas to help solve current and emerging challenges.

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

Control the process:

Focus on outcomes and financial impact. Make it as easy as possible

Maintain momentum:

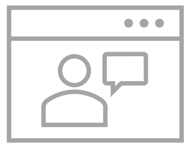
Continue to deliver value and identify new opportunities.

REGISTER NOW »

How the remote learning works

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

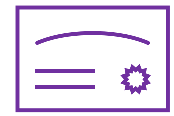
The instructor delivers a 1 ½ -hour session in a virtual classroom.



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.

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

Financial advisor: Sanlam

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

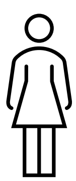
Sales Executive: Peninsula Packaging

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

New Business Development: First Technology

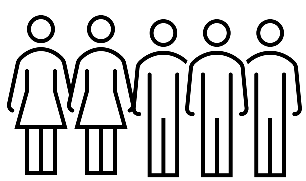
Fee Structure (Excl VAT per person)

Per person



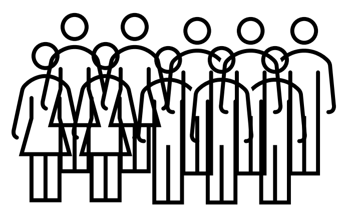
R3 000 (R3 450 Incl)

5 to 9 people



R2 850 (R3 277.50 Incl)

10 +



R2 500 (R2 875 Incl)

More detailed overview of what we cover

Module 1: Plan

Sales success results from spending your time and resources wisely.

- 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: Engage

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: Align

Understand your customer's needs clearly to 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: Evaluate

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

Use positive language to help your customer make a positive decision.

- 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
- 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.