

# Professional Selling

How to 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 programme is designed for sales professionals who need a structured approach to business development from prospecting to close.

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

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.

## What you will learn:

- ✓ **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.

*"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

## 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?

## 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

*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.*

- ✓ The power of storytelling in sales
- ✓ Create a proposal that creates urgency.
- ✓ 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.*

- ✓ How to structure the closing conversation.
- ✓ Words you need to use to ensure action and commitment.
- ✓ The process for managing negotiations.
- ✓ 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.