



Prospecting for new business

How to sell the way people buy

According to a recent study done by Cranfield University, only 9.1% of sales meetings result in a sale. One of the main reasons for this is that salespeople are not properly equipped to deal with changing market conditions. Traditional sales techniques are out-dated and in some cases are actually blocking the sale.

More than anything else, salespeople need to know how to guide customers through the buying process and help them make the right buying decisions.

*This **workshop** will show you how to boost your sales effectiveness by applying scientific breakthroughs in our understanding of human behaviour and how we make buying decisions.*

By the end of this workshop, you will be able to:

- Understand how the brain processes information and use that to your advantage
- Apply principles of persuasive communication – get people to respond to your calls
- Ask the right questions that will ultimately get your customer to commit to the solution you are offering
- Present the solution in a way that is compelling and encourages commitment
- Use persuasive language patterns to close more sales
- How to use social media effectively in your research

The tools and techniques you will learn in this programme are built from scientific research. Salespeople who have attended the workshop experience shorter sales cycles, consistent growth in revenue and significant improvements in their levels of personal motivation.

Who should attend

The workshop is designed for experienced salespeople or those who have attended one of our foundational sales workshops.

For you to benefit from the advanced sales skills covered in this programme, you need to be able to reference your current sales environment. This programme teaches techniques rather than a sales process and so would be difficult to apply without an underlying framework.

Persuasive Prospecting Techniques

First you need to understand how the brain works
Principles of persuasion (six techniques you can use to influence thinking)
Build your sales message based on persuasive language patterns

Advanced Listening Skills

The importance of non-verbal communication
The eyes are definitely the windows to the soul
Sensory processing: Visual, auditory and kinaesthetic
Metaprogrammes: Identify how your customer processes
Techniques for active listening

Ask powerful questions

Use questions to refocus / redirect attention
The process that allows your customer to naturally disclose information
The three levels of questions

How to change the buyer's emotional state

Be contagious – set the state
The power of your voice in creating positive states – pitch and tone
Convey strong beliefs – the role of passion and enthusiasm
The role of non-verbal behaviour

Strategies for getting the final commitment

How to create urgency while reducing pressure
When things get stuck use a pattern interrupt
How to deal with common objections
Advanced language patterns that get commitment
How to identify the right moment and how to ask for the buying decision

Lead Generating using social media

Doing research using LinkedIn
Effective use of social media

How to write effective e-mails

Why is it important to write a good e-mail
Planning required
The building blocks of a well-structured e-mail
Tips for writing

Sell yourself as a specialist