

# Professional Selling

## Guidelines for increasing sales with new and existing customers

- Implement a system that helps you earn sales revenue from both new and existing customers
- Ensure success by meeting the needs of new and existing customers
- Build a bigger and more predictable pipeline
- Close more sales in less time at a bigger margin

This **practical two-day** workshop 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, this workshop is guaranteed to help you make more money more easily and with less stress.

### The workshop focuses on six key principles you need to apply in order to be successful in sales:

1. **Plan:** Know who your customers are. Have a clear strategy, value proposition and engagement plan. Do your research before making contact.
2. **Sell through Business Insight:** Share insights and ideas to help solve current and emerging challenges.
3. **Build two-way business conversations:** Anticipate your customers' needs and show you can add value. Then listen.
4. **Make it personal:** Tailor the solution to your client's industry, business, job requirements and personal needs and preferences.
5. **Control the process:** Focus on outcomes and financial impact. Buying has become a problem-solving cycle. Manage that cycle and you will close more sales.
6. **Maintain momentum:** Continue to deliver value and identify new opportunities.

### Comments from attendees

<i>"I am making much better choices now. I feel more in control of my sales now."</i>	Sales Executive – Peninsula Packaging
<i>"The tools you provided have really helped my approach potential prospects. I have far more customer appointments now than I used to."</i>	Financial Advisor – Sanlam
<i>"I thought I knew everything about selling, then they changed all the rules. This has been really helpful to get me back to the basics."</i>	Agent: Dickson Real Estate

## **Module 1: Planning you need to do**

*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: Effective prospecting techniques**

*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
- Make the most of social media like LinkedIn, Twitter and facebook
- Use the phone in the right way to get the appointment

## **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. Again 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 can improve
- Continue the relationship with your customers and identify new opportunities