

# How to Define the Right Sales Model



## Course Overview

Salespeople sometimes feel that 'selling is selling'. There is one set of skills that meet all requirements. That is certainly not the case. In this course we explore different sorts of selling and the sales behaviours associated with them. The culture or product demands a particular set of behaviours from the sales force. The approach made to the prospect changes for different products and different types of buyers. If an inappropriate style of selling is used the buyer will become very uncomfortable. The course is presented as a single unit.

## Duration

45 – 60 minutes

## Learning Outcomes

By the end of the course you will be able to:

- Identify and understand four different selling styles.
- Clearly differentiate between recognised and unrecognised needs.
- Understand the advantages and disadvantages of recognised and unrecognised needs.
- Detect any differences between your current selling model and the ideal one.
- Adopt the behaviour and selling style most appropriate for your organisation's offerings in different sales circumstances.

## More about the Course

Sometimes we are just responding to customer needs. Other times we are developing those needs. So there are different types of selling.

This diagnostic tool identifies four different selling processes which lie at the heart of professional selling. It highlights the current selling model of the organisation and its ideal selling model. It allows you to understand the weaknesses of your current sales processes and to define the ideal. The first two selling processes apply when the prospect is absolutely clear about what to buy. All the prospect wants is the best supplier. It is the typical request for proposal.

1. If we have a standard offering to meet this need then we are in the traditional price/criteria sale. It is a commodity sale.
2. With massive projects, we rarely have a standard offering. So we pull together a consortium for the sale. This second type of selling is as much about consortium management and legal issues as it is about the sale itself.

The third and fourth types of sale are when there may be a business issue but the prospect has not worked out what to buy. There will be no budget, no timescales and no predefined decision process. The good news is that they can all be influenced by the sales professional.

3. The third selling style applies when we have readymade solutions to the business problem. We are replicating what we have done elsewhere – application replication. Education and reference examples are key in this selling process.
4. Finally, it may be that the prospect does not know what to buy and we are not sure what to sell! Here we work with the prospect to develop a solution – true consultative selling.