Advance
Get Ahead

Sales Training for New Starters Programme

Programmes are a set of individual multimedia courses selected and sequenced to address a broad topic. Courses are made up of a number of units, each of which deals with a particular aspect.

Overview

This programme examines the basics of selling.

It works participants through the main phase of a sales meeting, exploring the difference between the agenda and the objectives to be achieved. It examines the skill of getting the prospect to open up and talk about their ambitions, issues and concerns.

It explores the use of reference stories as a highly effective way of presenting capabilities.

It also examines the criteria needed to decide whether or not a sales project is worthwhile.

The programme includes techniques that help to break into new prospects and explores how to build and manage relationships with prospects and acconts.

Target Audience

The programme is designed specifically for people who have little or no knowledge or experience of sales.

Programme Aims

- To give some clear sales understanding to new salespeople and to train them in the basics of selling.
- To equip participants with the basic verbal skills to handle sales meetings.
- To give participants the networking skills to position themselves for new opportunities.
- To provide an understanding of typical sales and buying cycles.

Programme Content

The programme contains the following multimedia courses:

Need Creation

- Benefit Selling vs Criteria Selling

  One way to sell is to wait for opportunities to arise. We do not create the need but we do a good job of showing how we are the best at meeting the prospect's criteria.

  With Consultative Selling, we create the need in the first place. We seek to interest them in our ideas and show them the benefits that arise. We are giving Thought Leadership.

  We need to find TPTPs - Thought Provoking Talking Points.

- Questioning and getting the Prospect to Wallow

  Participants learn the skill of encouraging the prospect to open up and talk about their ambitions, concerns and issues. They also learn how to introduce those company strengths which the prospect might not yet have considered.

Listening

Benefits come in two flavours, business and personal. The personal motivations are a much bigger motivation to buy than the business. Yet they are the hidden agenda. They are rarely discussed; never mentioned in proposals.

Yet understanding these needs are the key to Relationship Management at an individual level.

The participants learn to uncover the personal needs of the people with whom they deal. They learn to tune into the "Emotion Buttons" in a conversation. They learn to encourage the prospect to express their personal ambitions, enthusiasms, fears etc.

Giving Evidence

- Reference Stories

  We examine how to use reference stories:

  - to translate our products and services into a language which senior people relate to.
  - as the spearhead for prospecting activity in Application Replication.
  - as a method of putting across your company case and strengths.

Qualification

- Time Management

  The biggest waste of an account team's time is the sale they lose. If an account team is only winning one third of the sales they work on then two thirds of their selling time is totally wasted. They can claim that they learn something when they lose, but they learn a lot more when they win.

SCOTSMAN

We examine the criteria needed to decide whether or not a project is worthwhile:

- Solution
- Competition
- Originality
- Timescales
- Size
- Money
- Authority
- Need

We examine the verbal and planning skills needed to qualify the opportunities that arise.

Sales Meeting Objectives

- Sales Meeting Objective Definition
  We examine the difference between the Agenda for a meeting and the Objectives of a meeting. The Objectives are always customer commitments.

  Most people, when asked to describe the objective for a meeting, reply with the agenda. They should learn to reply with the commitment they are seeking.

- Give Them a Decision
  Senior people expect you to give them some sort of decision to make. If you don't give them a decision to make they will be very frustrated with the meeting. Half the problem with dealing with senior executives is that we cannot think of a half way decent decision of them!

  We examine the sort of decisions they might find interesting.

Cold Calling

Cold Calling is a tough business. It is time consuming, can be stressful and gets a low hit rate. This course describes how some simple techniques and a knowledge of the process can turn a cold call into a cool one – it will never be warm!

We examine how to create a premise for the meeting – a slogan. You learn how to work with the PA to gain access to Senior Executives, and how to deal with them when you get through, along with many other tools and techniques.

Relationship Management

We discuss the importance of being in tune with the prospect's buying cycles. We need to find out "Contract Anniversaries". We need to establish "Buying Windows".

We need to keep in touch until they are ready to move.

Then, our name will be the first name in their brain when they think of selecting a supplier. We will be the first name on their "Mental Shopping List".
We discuss the importance of creating the "Relationship Matrix". This matrix matches their people with our team.

It manages who should contact whom and how often.

Learning outcomes

By the end of the programme you should be able to:

- Seek new business with some confidence
- Use the basic verbal skills in a sales meeting
- Understand how the sales process develops and where you are in the sales cycle
- Perform basic networking
- Handle basic sales situations.

If you want to know more about Advance and all our services and products, contact us on:

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"Selling is a process, when it is not a process, it becomes a problem."