



## Selling Skills

### Who would benefit?

This intensive two day workshop is designed to equip participants with the selling skills necessary to build and enhance client relationships in order to generate profitable business and meet financial targets.

### Objective

By the end of this course delegates will have a clear understanding of their strengths with respect to developing business opportunities and be aware of what areas require further improvement. Delegates will be able to identify 3 levels of client needs forming the basis of structured selling process, understand how the questioning process works and practice new selling skills in a number of different role play scenarios. They will also develop advanced questions which have a real impact and develop Value Proposition Statements to clinch deals. They will be able to handle client resistance and gain commitment and create dynamic Account Plans for two specific clients.

During the training programme we will be using Studiocode Software to analyse the role plays. This is the latest training technology available and will enable participants to leave the programme with a copy of their performance.

### Content

#### Day One

##### Principles of Successful Client Development

- The clients' requirements
- Understanding the client's decision making process
- Latest research

The role of the Account Manager is critical to the retention and building of a client's business. Understanding the pre-requisites of client management is therefore an essential element of building successful client relationships. This session focuses on what an account needs to be aware of before the development of client potential can begin.

##### Review of Selling Skills

- The meeting structure
- Opening the meeting/summary
- Questioning techniques

This session will review delegates' existing skill levels and provide a platform for powerful researched based strategy that uses very specific questioning techniques designed to reveal a client's real needs (their pain) and requirements. All too often business is lost because a client perceives that "they didn't seem to understand our concerns and what we were trying to achieve." Correctly focused questioning techniques will make this kind of failure less likely.



### **Business Simulations using CCTV and Studiocode**

- recorded then feedback given by course director

### **Advanced Questioning Techniques**

- High gain questions
- Questions for the CEO/CFO
- Impact/value questions

The ability to ask thought provoking questions will differentiate the top performers from the average.

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## **Day Two**

### **Creating Value Propositions**

- Benefit analysis
- Value proposition statements
- Syndicate exercise on First City's products/services

Here we provide delegates with key definitions that separate the features of a solution from its advantages. Then, in conjunction with the decision making criteria laid down by the client, advantages can be formulated into precise benefit statements that exactly match the client's needs.

### **Handling Client Objections**

- Understanding negative evaluation
- Typical objections
- Objection handling structure

When clients raise objections, it is usually seen as a negative sign. However, without objections clients would not be able to indicate their desire for more information or further proof. Generally, client objections are a clear indication of interest and therefore need to be treated in a positive manner.

### **Gaining Commitment/Closing**

- Buying Signals
- Summarising
- Closing Techniques
- Timing

A short session to assist in recognising the buying opportunities at all stages of the client meeting. Using the appropriate techniques is key to winning the client's trust and agreement.

## **Duration**

Two days