

CREATING DEMAND WORKSHOP

In recent years the Internet, the phenomenon of Year 2000, amazing technologies that almost sell themselves and buoyant economies have all meant that selling and account management has changed considerably. Many sales people, through no fault of their own, have become very adept at servicing demand for their products and services but are either out of the habit, or have never learned the skills, of creating demand.

Now times have changed – markets are in decline, demand in many markets is minimal, sales success means you have got to be proactive, the inbound calls and leads are just not there.

This one day, practical, hands on workshop is specifically designed to introduce and reinvigorate business development, demand generation skills, that will help your sales team stay competitive in winning new customers and securing profitable orders.

The one day workshop covers the following skills and techniques:

Prospect profiling and qualification

- Who are we targeting and why
- Understanding the Decision Making Unit and decision processes
- Industry and business specific drivers and compelling events
- Discovering buying criteria and basis of decision
- **Practical exercise - building a political map for a real prospect**

Making effective new business sales calls

- What annoys customers and prospects about salespeople
- Preparing for the call or meeting, setting the call objective
- Using Initial Benefit Statements
- Developing rapport and conversation not interrogation
- Selling to new customers versus selling into accounts
- **Practical exercise - developing industry and customer specific Initial Benefit Statements**

Cold calling for appointments and advancing the sale

- Researching for out bound calling to reach the decision maker
- Getting past the gatekeepers, receptionists and PA
- Developing “get you through” benefit statements, handling gatekeepers objections
- Handling voice mail
- Once you are through, decision maker etiquette
- Selling the appointment and handling decision maker objections
- Time management considerations of making appointments and leaving time to make enough calls
- **Practical exercise – cold calling live prospects** (participants must come with a list of approx. 25 companies and contacts to cold call)

Review and action points

- Review key learning points, participants develop their personal action plan

Programme pre-requisites

This is a practical, hands on training programme. It is important that ALL participants come to the workshop with a list of at least 25 people to call. Internet access from the participant’s own laptops would be extremely useful, otherwise Internet access at the venue will suffice.