

SUPPORTING BUSINESS DEVELOPMENT & DELIVERING CUSTOMER VALUE

This **Sales for Non - Sales People** programme is an ideal training workshop for anyone on your staff, particularly those in a customer facing role, looking for an understanding of how sales really works. This programme has, in the past, been attended by people in roles as diverse as purchasing, finance, consultancy, professional services, pre-sales support and administration. It is not a blatant sales training programme and as a consequence it has been well received and helped generate many incremental sales opportunities for our clients, within their existing user base and in new accounts.

Objectives

- Develop an understanding of the selling process
- Feel more confident when in a selling situation
- Recognise when the non-sales person can make a contribution to the sale

Introductions & objectives

The workshop leader states the objectives, explains we are not trying to turn the participants into sales people, lets the participants delegates introduce themselves and state any personal objectives they have from the day.

Understanding the sales process and the buying process

In this session we look at all the steps in the sales cycle and see just what it takes to win (or lose) an order. We look at some definitions such as suspect, prospect, forecast and get the delegates to understand some of the sales terminology. We look at the steps the buyer goes through to make a complex purchase and a little into buyer psychology.

What makes a good customer for your company

We start to look at some of the skills that a sales person needs, starting off with qualification and forecasting. We look at how easy it can be to spend time with people that are never going to buy from you and how professional services people can identify real sales opportunities.

Uncovering and developing customer needs

This session removes the myth that sales people just need the gift of the gab. We look at how sales people need to use questioning and listening skills rather than just talk all the time. We review how professional services people can use their analytical questioning and fact-finding skills to great benefit in a sales opportunity.

Presenting benefits and selling value

What do customers really buy? Features or benefits? We look at some sales definitions, we discuss what to present and what not to present about your products and services, who to present to and when.

Getting customer commitment

Why sales people don't ask for the order and why the prospects say no! We look at the psychology behind closing on both the customer and supplier side and how everyone can contribute towards closing sales.

Summary & review

We review the day, go over the key points, and discuss how the workshop has helped the delegates and how they will go away and contribute to your sales effort.