MAKING THE SOLUTION SALE

Introduction

Making the Solution Sale is a three day, intensive and motivational training course that teaches practical sales skills and techniques to members of the team who are tasked with selling face to face and/or on the telephone. The programme looks at skills and techniques throughout the whole sales cycle focussing on the need for a "consultative, solution selling" approach. The course is run with much participant involvement through group work, case studies, role playing and discussion. The training will provide the less experienced members of your team with an ideal platform from which to develop their skills whilst, at the same time, providing your seasoned sales professionals with new ideas and fresh approaches.

Objectives

The workshop will provide the participants with the skills to:-

- Develop a structured, proactive approach to selling their products and professional services
- Manage their accounts and/or new business sales opportunities to uncover higher value opportunities and get maximum value and value added from every sales opportunity
- Close more orders, for a higher values, and close them sooner rather than later

Content

Introductions and objectives

The course leader introduces the course, explains the administration and housekeeping, sets out the objectives and details the content that will be covered so as to achieve the objectives. Basic learning and communications principles are covered to help the participants get the most from the training. The participants introduce themselves and are given the opportunity to set any personal objectives.

Planning your time & your territory

The workshop opens with a review of the sales cycle and a discussion on why activity planning is crucial for consistent short and long term sales results. We look at the basics of time management and cover the principles of planning your time and making the most of your "sales day". The participants undertake a practical exercise to build a time and territory plan.

Qualification & forecasting

We review the minimum information that should be discovered from any sales call to qualify the prospect. We introduce a simple but effective tool to assess if the prospect meets the qualification criteria and if they do not what we need to find out. We look at who is involved in the decision and how we can develop a simple strategy to identify and get to the right people.

Reaching the decision maker and making appointments

It does not matter how good the sales proposition is or how good you are at selling if you cannot get through to the decision maker. We cover techniques to get past the receptionist and secretary in a professional and ethical way. We review when these skills are needed - new business calls, cold calling, opening up a different division, following up on proposals and setting appointments.

Opening the sales conversation

The participants, through role plays and group work, will learn how to make the maximum impact in the minimal amount of time and make their prospects and customers want to listen to them. The participants learn a simple four step technique to open the sales conversation and take control of the sales from the outset. In particular we look at a professional way to introduce yourself as the new account manager in an existing account as well as how to open up new business opportunities.

Uncovering and developing needs

Effective questioning skills are critical in the solution and value added selling environment. This session teaches the participants how to ask the right questions at the right time, how to avoid making a sales pitch before they have enough information and how to structure their questions in a way that builds rapport rather than interrogates the prospect. In particular we develop skills to uncover needs not simply fact find. We then look at how to use the information and work with the customer or prospect to "build up seriousness of the need", thus creating real impetus to act.

Selling benefits, proving value and ROI

In this session we look at making the right pitch to the right person. The participants will develop questions to match what you have on offer to what is needed by the customer. The participants learn how to sell benefits and make ROI, value based propositions - not simply tell the prospect about the features and functions of the products and services.

Gaining commitment and closing the sale

This session looks at interpersonal skills and techniques to make asking for the order easier - on the salesperson and the prospect. We look at the psychology behind why people don't ask for the order and develop assertiveness and different ways to close the sale. This session also looks at how closing techniques can be used to up-sell and cross sell.

Objection handling

This final session of the programme looks the common objections that arise when selling your products and services and what the counter arguments are. We consider how to avoid objections with positive vocabulary and selling benefits techniques. We cover a simple 7 step objection handling technique that takes any objection and provides the opportunity to turn the objection into a closing situation.

Summary, review & personal action plan

The participants review the training course and set action plans for what they will do on their return to their sales office.

Participants are provided with a course manual divided into the sections and topics of the workshop. The participants are encouraged to take notes and there are handouts for each part of the programme which are intended to be filed in the participant's manual for future reference as well as use in the follow up modules.