

## Selling Skills

8 one-day workshop-style seminars over 7-8 months, for sales, marketing and/ or pre and post sales personnel who wish to self-assess and develop their sales skills and rapport with prospects and customers (max 12 participants).

Seminar 1 <b>Latest Approaches to Selling</b>	<ul style="list-style-type: none"> <li>• Selling challenges</li> <li>• Principles of most popular sales techniques</li> <li>• Objective of selling</li> <li>• Personal organisation: organising yourself to sell</li> </ul>
<i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i>	
Seminar 2 <b>Prospecting</b>	<ul style="list-style-type: none"> <li>• Report Back: exchange of implementation plans since Seminar 1</li> <li>• Cold calling and initial call introduction using reference stories</li> <li>• Territory management and accurate forecasting</li> <li>• Creating solutions in the mind of the buyer</li> </ul>
<i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i>	
Seminar 3 <b>Prospecting and Qualifying Buyers</b>	<ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 2</li> <li>• Understanding client needs and building trust</li> <li>• Buyer qualification and gaining access to decision makers</li> <li>• Sell cycle control letters</li> </ul>
<i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i>	
Seminar 4 <b>Prospect Qualification</b>	<ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 3</li> <li>• Key selling steps and activities by phase</li> <li>• Information transfer to internal departments</li> <li>• Managing buyer visits to your organisation</li> </ul>
<i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i>	
Seminar 5 <b>Understanding PAIN</b>	<ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 4</li> <li>• Helping prospects understand PAIN</li> <li>• Integrating PAIN into your solution</li> <li>• Adding financial value 'Return On Investment' to your solution</li> </ul>
<i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i>	
Seminar 6 <b>Managing the Competition</b>	<ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 5</li> <li>• When a prospect knows their PAIN and your solution is not part of their thinking</li> <li>• Taking business away from the competition</li> <li>• Creating anxiety in the mind of the buyer</li> </ul>
<i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i>	
Seminar 7 <b>Closing</b>	<ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 6</li> <li>• Closing techniques and what to do when the prospect says "no"</li> <li>• Keeping control of a long sell cycle</li> <li>• Prospect letters</li> </ul>
<i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i>	
Seminar 8 <b>Sales Activities</b>	<ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 7</li> <li>• Maximising your organisation's resources during the sale</li> <li>• Gain control of Request for Tender/Proposal situations</li> </ul>