

# Smarter Selling for Tougher Times!

## Graham Roberts-Phelps

One-day sales improvement workshop

Changes in economic trends are not particularly new or unusual, unless you have not experienced one before! I am afraid to say I am old enough to have 'been here before', and now wiser and smarter. This one-day course will be the boost your business or sales team's need to make a recession everybody else's problem, but not yours.

### Key highlights of training:

- Based on extensive real-world experience from a wide variety of businesses, products and services
- Extensive practical planning sessions based on participant's own examples and situations
- Many unique insights and methods – 'top tips'!

### Main benefits

To improve sales results, through increasing sales ideas and motivation.

### Key learning points

- Customers can be more cautious and skeptical, so you need great ways of gaining rapport and opening the sales call effectively
- Increasing your activity level to maintain sales volume
- People buy more of what they need, so learn more advanced consultative selling: questioning techniques to uncover opportunities, need areas and preferences efficiently
- Ten keys to resisting price pressure and closing business at better margins.
- Presenting the *right* USP's, features and benefits and making them relevant and real to the new customer and encourage you them to switch to you
- Money is about attitude more than affordability. You will learn smarter ways to position price, emphasise value and be a strong player without being the cheapest
- Organised persistence – sales tracking, following up on 'sleeping' customers, gaining referrals, time management

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## The fundamentals of smarter selling in tougher times

- Increasing your activity level to maintain sales volume
- Finding new customers – 10 keys
- The stages of the customer's buying cycle – how to identify and strategies for each stage

### Stage one: Connecting

- Key skills and approaches for this stage of the customer's buying process
- The first five minutes – ways of gain instant rapport
- How to structure an effective sales call
- Overcoming buying resistance and relaxing the customer
- Opening the meeting: PBC and gaining agreement to proceed
- **ROLE-PLAY 1: Connecting**

### Stage two: Consulting - influencing client needs

- Key skills and approaches for this stage of the customer's buying process
- How best to differentiate your solutions and build credibility and enthusiasm early in the buying process
- Understanding the power of high-impact and third-level questions to influence people based around specific your solutions
- The importance of body language and other personal communication dynamics when asking questions; drawing out skills, summarising, etc.
- **ROLE-PLAY 2: Consulting**

### Stage three: Convincing - helping the customer to make a buying decision

- Key skills and approaches for this stage of the customer's buying process
- Mapping customer needs and preferences onto your solution
- Using the alternatives assessment tool to uncover value and customer preferences
- 'Decision making criteria' – tools to help you develop this with the customer and in doing so progress your sales opportunity more accurately
- Key communication skills for this stage – identifying buying signals,

- dealing with customer questions and objections
- **ROLE-PLAY 3: Convincing:** Selling with passion and pride

### **Stage four: Commitment**

- Key skills and approaches for this stage of the customer's buying process
- Isolate, prioritise and answer objections and concerns more openly and accurately
- Ways to ask for the order professionally and pleasantly for the first time customer
- Ten keys to resisting price pressure
- **ROLE-PLAY 4: Closing** – gaining final agreement

### **Summary**

- Personal action plan and learning summary