

The Foundations of Performance Selling

In the professional environment, what is distinctive about our product or service offering? It is never simply the offering but HOW it is offered. Do we spend as much time developing our approach as we do our offering? Is our strategy to: attract new business; nurture and gain more from our existing business; focus on more profitable business, or to simply refine our existing interactions?

This programme covers the required knowledge, skills and attitudes of a peak-performing sales professional and considers scenario-based examples to support the practical application of the learnings.

What is Involved

This is a two-day workshop for a minimum of 6 participants/ maximum of 12 to ensure good levels of interaction and learning.

- The Principles of Consultative Selling
- Selling Against the Competition
- Psychology of the Sales Process
- Appointment Making
- The Selling Structure
- Consultative Questioning
- Handling Objections
- Gaining Commitment and Closing
- Negotiation Techniques
- Self Confidence

Who Is It For?

This workshop provides the essential foundations for anyone in a sales role or a client-facing role. It highlights the powerful mix of product, client and market knowledge and combines this with highly effective and professional selling skills.

Outcomes

Participants will leave the programme with renewed confidence in their sales ability, particularly in the following areas:

- Building value through differentiation and solutions
- Using open questions
- Creating a powerful opening statement
- Anticipating and preparing for objections
- Listening effectively
- Looking for negotiable variables
- Securing mutually beneficial agreements