

Advanced Sales Skills Training Module

INSIGHT TO ADVANCED SALES SUCCESS - PEOPLE SKILLS

Outline:

The modules contained within the proposal are based on the requirement to meet training of people skills development within ½ or full day sessions. Below are details of the content of the learning programme with a brief synopsis, outlining rationale and workplace outcomes. The modules are designed to fit within a structured format as the sessions are effectively linked in not only message and content but also in delivery. Timings are given as guidelines. However, in order for meaningful development to take place, realistic time investment in the subjects should be considered.

Primary delivery is via Power Point slides. However, this is used as a prompt or agenda and the contents of the session are delivered taking direct account of differing learning styles from the Trainer or facilitator. A pragmatic and 'real world' approach is used by our trainers along with their own experiences to give substance and credibility to the learning. Participation is actively sought, encouraged and key to learning the skills contained within the sessions. Where appropriate activities and exercises are used to enhance and accelerate learning. A delegate workbook will be made available to use both within the sessions and beyond. Ideal group size is 6 delegates minimum and 10 delegates maximum.

Aim:

The overall aim of the learning is increase productivity with customers by examining how to:

- ▶ Develop rapport
- ▶ Understand the differences between behaviour and personality
- ▶ Build more effective relationships with customers
- ▶ Communicate more effectively
- ▶ Understand one's own actions and behaviours and how they impact on a customers behaviour.
- ▶ Flex and adapt own behavior to needs of a broad range of clients
- ▶ Handle customer challenges and objections more effectively

By giving advisers and consultants an insight to the behaviour model and an understanding of just behaviours can interact, they can equip themselves with real skills and tools that are designed to have very real and very positive impact in the sales arena.

SESSIONS

Module Title: Personality v's Behaviour Timing: 15 mins

Tutorial and guidelines. Iceberg graphic. Delegate input and discussion required.

Understanding around the differences and the impact of behaviour versus personality. Display the 'iceberg' graphic detailing the factors that influence personality and the differences to that of behaviour.

Module Title: Strengths v Weaknesses Timing: 20 mins

Group exercise.

After creating a 'safe' environment, asking delegates to be candid and answer the following: What are your two greatest strengths and weaknesses? Input onto post-it notes then onto flip chart. Run through why they believe what they do about the strengths and weaknesses. Theme of self - analysis will run through the day. This session breaks down barriers early on and directs delegates to start to examine and analyse their own behaviours within sales environments.

Module Title: Introduction to the Behavior Model (Customer) Timing: 45 mins

Tutorial and guidelines, together with experiences and example.

Display and introduce the Customer Behaviour Model. Give delegates their first look at the four client behaviour types; Antagonistic, Suspecting, Acquiescent and Objective. Identify examples of client behaviour in line with model.

Module Title: Bag of Doom Exercise Timing: 20 mins

Group exercise.

Managing expectations of clients can reduce masking behaviours such as angst, fear, suspicion etc.

Module Title: 3 V's Timing: 45 mins

Tutorial, guidelines and group discussion.

Advanced level from that used in ST1 sales skills modules. Exploration of practical tips and do's and don'ts in learning to adapt and flex behaviours for Verbal, Vocal and Visual aspects of face to face communication on the four customer behaviour types.

Module Title: Probing Techniques Timing: 30 mins

Tutorial, discussion and exploration of question types.

Revisiting skills around questioning design for differing behaviour types. Understanding, implications of questions and possible reactions from the four behaviour types.

Module Title: Managing Behaviours Timing: 40 mins

Group syndicate exercise.

Managing expectations of clients can reduce masking behaviours such as angst, fear, suspicion etc. Examples of four main behaviour types and tips on how to adapt and effectively manage them.

Module Title: Art of Spin Timing: 30 mins

Group exercise.

Not spinning language to cover up or stretch truths but looking at empowering language and understanding the importance of empathy and echoing with customers, linking to behaviour model and types. Awareness at how repetitive language, jargon and slang can have negative effects with clients. Tips for language design and use with differing types of customer behaviour.

Module Title: Words Timing: 20 mins

Tutorial, discussion.

Creating an awareness and understanding that behaviours are open to interpretation by individuals. A list of words is displayed on screen or paper. Discussions around possible meanings both positive and negative are sought and opinions offered. This module leads into Job Related Summary Feedback where appropriate.