Basic Sales Skills Training Module

INSIGHT FOR SALES SUCCESS

Outline:
The modules contained within the proposal are based on the requirement to meet training of sales skills within ½ or full day sessions. Below is a list of sales skills modules, each with a brief synopsis, outlining content and rationale and workplace outcomes. These modules are mix 'n' match and some sessions are designed to work directly in tandem with each other. 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. 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 and encouraged, and where appropriate and activities and exercises are used to enhance and accelerate learning. Handouts of key learning points will be made available.

Aim:
The overall aim of the sessions is to empower sales people with their customers. To understand the impact of communication with their clients and how probing and appropriate questioning can enhance and increase sales opportunities and success. To give greater flexibility with objection handling and create desire, ownership and commitment with customers, in a conversational; instructional and collaborative style.

Additional:
This document is designed to give an indication of the range of materials and deliverables we can offer. They are subject to the individual requirements of our customers and bespoke design of these sessions can and will be available. It also key to remember that all training and development offered will need to 'fit' with our customer's business models and work practices. The flexibility and adaptability of being able to tailor our customers requirements is key to the success of our offering.

SESSIONS

Module Title: Meeting/Appointment Preparation Timing: 30 mins
Group discussion and experiences sought, along with tutorial and guidelines.

Structure appointments with clients, in order to break down barriers and increase receptivity. News at Ten delivery tips: 'Tell them what you are going to tell them – Tell them – Tell them what you've told them' .Reduce client blocking and ease clients into 'safe, secure and professional service'

Module Title: Fact Finding Timing: 30 mins
Group discussion and experiences sought, along with tutorial and guidelines. 'Bag of Doom' Exercise – Group participation.

A session designed to make better use of the valuable sales tool, known as the fact find. Managing customer expectations together with breaking down barriers and customer resistance. Stepping stones to rapport and empathy. Hard and soft fact information gathering. Signposting clients to commitment and referrals. Engaging the client and maintaining a collaborative appointment. Highlight the dangers of assumptions and complacency.

Module Title: Communication Timing: 1h 30 mins
Group discussion and interaction sought, along with tutorial, guidelines. 'Draw' exercise used with group. 3 V's model explained.

Exploring and understanding the impact of face to face communication with customers in terms of Verbal, Vocal and Visual means. Examining, do's and don't and learning to empower appointments and create confidence and commitment. Create empathy and learn to initiate client driven appointment by paint pictures and embedding ownership with clients' circumstances. Turn wants into needs and vice versa where appropriate.

Module Title: Probing & Questioning Timing: 2h 30 mins
Tutorial, group discussion and experiences sought. 'Object' exercise used with group. Handouts.

Looking at the power of appropriate questioning and the impact of their use within an appointment. Learning to 'open-up' clients and enable conversational styles to develop where appropriate. Learn how questions can embed trust and rapport. How to gather soft facts and hard facts and influence emotive and logical decision making. Look in some detail at probe types such as: Open, Reflective, Secondary, Feature Probing, Pauses, Summarising probes. Look at handling Flat Assertions or negative or blocking statements from clients etc.