

Solution Selling

Who Would Benefit

Anyone involved in sales wishing to broaden and improve their professional selling skills.

Course Overview

Once the professional salesperson has mastered the practical, and requisite, mechanical skills of selling they will be in a better position to further enhance their skill set by learning what it means to fully understand the environment in which their customer operates. This means selling and presenting sales solutions that fully engage the customer and seek to address their customer's goals within their own sales strategy demonstrating a return on that investment.

The Course Includes:

- The selling process: 5 key phases
- Engage/Explore/Convince/Convert/Commit
- Key ways to secure a meeting
- Exploring skills
- 7 stage questioning process
- Open questions
- Active listening
- Exercise: "Reveal The Drivers"
- Implement the above skills
- Feedback and advice
- Role play and feedback
- Convincing technique
- The F.A.B. formula (feature-advantage-benefit)
- Applying F.A.B. to offerings and solutions
- Converting objections
- "What is an objection?"
- The perils of "Yes-But"
- PRISM model (Probe-Respect- Invite-Satisfy-Manage)
- Committing a client
- Noticing buying signals
- 6 types of close (rebound-alternative-assumptive-direct-indirect-test)
- Closing challenge – using 'live' scenarios
- Final role plays and analysis

Learning Outcomes

- Develop a personal business development strategy
- Make appointments & gain initial agreement
- Plan, prepare & undertake research
- Discover customer needs
- Portfolio / solution selling ~ broadening offers to the customer
- Handle objections & closing
- Present and develop client meeting skills