

WORKSHOP 1

Sales Accelerator

Most popular – great for quickly up skilling your team to hit the ground running with powerful techniques across all the essentials of finding and converting a sale. Expansion of skills to sharpen the tools and expand the knowledge of even the most experienced sales person.

2 days

Level: beginner through to Sales Manager.

Summary: 7 foundations of the sales process.

Exploration, Listening, Objections, Negotiation, Managing Clients'

Expectations, Business Development, Presenting.

TOPIC 1: Exploration & Selling

Why do people buy? How to effectively sell your product or service.

Essential underpinning to every business transaction, critical to the success of the sales person.

Covering: Questions, listening, exploration, building rapport, understanding the big picture. How it's critical to the success of any sales person. What the client needs (or think they need), what your company requires, buying signals, benefits, conscious and unconscious communication. How to build trust.

Outcome: Mind-shift on how to ask the right questions, why, how to respond, how to keep the client discussing their needs. How to find alignment. Confidence in ability to put forward a solution that is exactly what the client needs. How to be the expert.

TOPIC 2: Listening

The backbone of all communication.

Covering: We are all listening aren't we? Exercises that shake up that theory.

Outcome: Awareness of when I'm actively listening and when I'm in default mode.

TOPIC 3: Objections

Understanding what this really means and how to convert into a sale.

Covering: Different types of objections. Understanding what the objection means. Insight to how we feel and react to feedback and objections.

Outcome: Embracing objections and using them to forge more meaningful relationships.

TOPIC 4: Negotiation

Successful negotiators are created not born.

Covering: Preparation, techniques, styles, mindset.

Outcome: Confident, successful negotiators who have a plan of action and all bases covered.

TOPIC 5: Managing clients' expectations

Service excellence. Managing tricky situations.

Covering: Servicing excellence, communication styles. Buying Signals. Building client relationships. What to do if it's all unravelling and the wheels are falling off..

Outcome: Understanding what is motivating your client and how they want to be communicated with. Effective use of emails, phone calls and meetings.

TOPIC 6: Business Development/Prospecting

Nowadays prospecting couldn't be easier. How to make prospecting easy and comfortable.

Covering: Energy. Who to target, when, how, what to say, building rapport, what to do? How to convert. Relevance. Timing.

Outcome: Someone who embraces prospecting with a clear head and genuine enthusiasm.

TOPIC 7: Presenting

Structure to ensure seamless delivery of your message.

Covering: Plan, prepare and execute. Structure, purpose and clients expectations. Reading the audience, follow up.

Outcome: Powerful presenters who understand how to embed a message with clarity.