

## WORKSHOP 2

# Sales Mastery

Advanced selling skills for experienced sales persons. This workshop and the Sales Accelerator are the most popular.

4 days\*

**The highest level of sales thinking. How do the top 5% of sales people work, behave, communicate? What do they know? What do they do differently?**

**Covering: Mindset, Communication, Awareness, Rapport, Buying Strategies, NLP thinking, State, Anchoring and Expanding the 7 foundations of the sales process with advanced levels of: Exploration, Listening, Objections, Negotiation, Managing Clients' Expectations, Business Development and Prospecting.**

**Very brief synopsis:**

### Topic 1: Mindset

Yes, up skilling and gaining knowledge is important. The essential training though comes from the Inner Game. You want to drive behavioural change? You want to be successful? Understand that YOU set the value for your solution way before the client does. The right mindset is, quite frankly, a game changer.

### Topic 2: Communication

He with the most behavioural flexibility gets the business.  
Adapting your communication style.

### Topic 3: Rapport

Essential if you want to know how to get in rapport with someone who isn't like you.

### Topic 4: Buying Strategies

Your client has a (completely unconscious) structure of the way they buy. Know how to elicit this and you know exactly what to say and in what order for your message/solution to make complete sense to them.

### Topic 5: Exploration

How to elicit your clients' needs: The ones they know about and further into the ones they don't. Find out about question types, needs, drivers, anchors, weights, spinning scenarios, value, beliefs and over 20 other key learnings from 'exploring' the clients situation. When elicited, understand what to do with this valuable information when it comes to delivering your solution.

### Topic 6: What is selling

How to build and maintain trust between two professionals.

### Topic 7: Listening

Listen to what is being said, and not said. How to check you're not presuming.

### Topic 8: Objections

Find them, utilise them. Turn it into a sale.

### Topic 9: Negotiation

Advanced techniques helping those negotiating anything for any price.

### Topic 10: Managing your Clients' Expectations

Today's clients are your future business and referrals. How are you managing them?

### Topic 11: Business Development/Prospecting

Who, when, how. Easy steps to find, reach out and convert new business. How to recognise opportunities.

### Topic 12: Presenting

Structure for simple, seamless, meaningful, relevant delivery of your message

### Topic 13: Awareness

The most powerful tool in your toolkit - the ability to have awareness in the situation.

### WORKSHOP 1 Sales Accelerator

The previous page details the following topics.. Exploration, Listening, Objections, Negotiation, Managing Clients' Expectations, Business Development/Prospecting and Presenting.

This Master Sales level covers the same 7 topics and **expands further on them**. It also covers 6 more topics.