

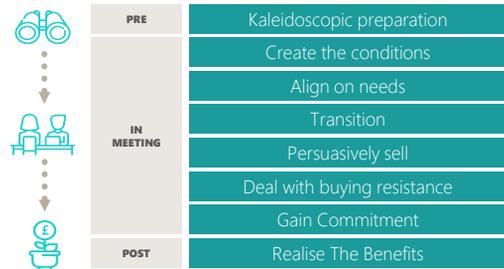
Essential Selling

The blended, tailored programme quickly builds sustainable selling skills and behaviours

APPROACH

The Structured Customer Business Meeting Process

The Persuasive Selling Process



LEARNING JOURNEY



Programme benefits:

- Proven selling process gives structure and confidence
- Consistent language enables clear transition
- Multiple roleplays lock in learnings and deliver behaviour change
- Role playing from both sides of the table provides an understanding of both the seller and the buyer perspectives

DAY 1 Setting up the sale

Introduction & Personal Objectives
Selling Warm up role play
 Customer Meeting Framework
 Kaleidoscopic Preparation
 Objective Setting

Understanding buyer styles
 Questioning Skills 'Align on Needs'
Case Study Role Play (1)
 Personal Action Planning

DAY 2 Making the sale

Re-cap day 1 key learnings
 Persuasive selling process
Persuasive Selling exercise
Case study exercise (2) Create Selling Story
 Overcoming Objections

Role Play Preparation
Case study Exercise (3) Selling Role Plays
 Realise the Benefits
 Learning consolidation & action planning

AUDIENCE

- Field Sales professionals
- Account Executives/new National Account Managers
- Marketers who will get more from their agencies
- Teams and individuals requiring selling fundamentals
- People who need help with internal selling
- People with up to 3 years commercial experience

OUTCOMES

Confident to use Kaleidoscopic Preparation: <ul style="list-style-type: none"> Setting objectives Understanding People styles Identifying needs 	<ul style="list-style-type: none"> Building the Selling Story Handling objection Realising the benefits 	Knowledge ad practice of the Structured Customer Business Meeting framework
Aware of and confident to close using a range of techniques	Adept at recognizing and managing the different buyer styles	Enhanced selling capabilities through practice ad feedback of relevant role plays

OUR UNIQUENESS

- Approachable** experts with senior commercial experience
- Tailored** and flexible engagements to meet your needs
- Practical** and ongoing support to deliver change
- Collaborative** approach to create sustainable agreements