

Content

Setting the scene

- the evidence for a change in approach
- personality and behaviour
- flexing your style based on a deeper understanding of your current preferences

The customer's perspective

- preparing for strategic sales meetings
- seeing it from the customer's perspective
- avoiding inappropriate behaviour

Strategic approaches

- strategic, intelligent questioning
- developing understanding of needs
 - implicit and explicit needs
- broadening the discussion

Future success

- buying criteria, return on investment, risk evaluation
- partnership strategies
- development planning, managing future success.

Advanced Selling

Sales

As a senior sales professional, experienced at selling in a business-to-business sales environment, you clearly understand the mechanics of the sales process. Customers, however, are demanding more value at the same or a lower price.

This can result in reduced profit margins. Competitors are a constant threat because they promise better, cheaper or quicker products and services to your customers and this can erode your market share. Don't let your sales volumes or margins be under threat; go on the offensive! This programme will enable you to create unique relationships with your customers that add value for them, and lead to sustainable and profitable sales for you and your organisation.

Benefits

By the end of the programme you will be able to:

- prepare for and run sales meetings that add value for both parties
- adapt your personal style to match the preferences of different customers
- demonstrate consultative skills and behaviours based on increased customer and self awareness
- achieve and sustain profitable, long-term sales by building relationships with customers that differentiate your approach from the competition.

Approach

Using case studies and exercises based on models validated by extensive field research and experience, participants are engaged in opportunities and issues directly relevant to their b2b sales performance. This builds motivation to develop skills and new approaches that will be effective in participants' sales environments.

This is an advanced level programme and is not suitable as a substitute for basic sales training.

Who should attend?

Experienced salespeople or account managers operating in a business-to-business sales environment.

Programme information

Duration: Two days

Price: £775 (excluding VAT)

Dates and locations:

4th - 5th March 2008 • Surrey

21st - 22nd October 2008 • London

20th - 21st January 2009 • Midlands

For further details please call

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