

Content

The sales process

- a winning approach;
10 step model
- key success criteria;
what customers like and dislike
- the three phases of the buying cycle
 - selling styles; push and pull, ambassadors, steamrollers, order takers
 - preparation; setting objectives
 - research, preparing questions

Understand yourself

- personality and behaviour and the impact on others
- personal preferences and areas for development
- factors you can influence; activity, direction, skills

Getting closer to your customers

- building rapport with customers; the first five minutes
- understanding customer needs; questioning, listening and summarising
- decision makers and influencers; money, authority and need
- customer styles; silent, talkative, indecisive, demanding, unreliable

Winning profitable business

- demonstrating capability
- handling objections; when and how to negotiate
- gaining commitment and closing business.

Professional b2b Selling

Sales

You work in a results driven business-to-business sales environment. Competition is tough and customer expectations are always rising. You want to stay ahead of the pack, meet customer expectations and move up to new levels of performance.

This programme will allow you to step back from the fray and learn sales approaches which will make you more successful, usually by working smarter not harder. We will show you how to get closer to your customers by understanding the sales process and customer behaviour in greater depth. The pay off is that you will win more business.

Benefits

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

- lead highly professional sales meetings
- apply knowledge, skills and behaviours that will result in higher volumes or more profitable sales
- build better rapport with customers
- enhance self-awareness to improve confidence and performance
- obtain unique insights into how buyers think and make decisions
- manage the sales process and be more successful.

Approach

The approach is practical and participative. We use case studies and exercises to explore approaches and skills. Participants draw on their own experiences and build confidence through using their new skills in situations that reflect their own sales environment. The facilitator, a consultant with exceptional personal experience of business-to-business selling, will ensure that all participants obtain maximum value.

Who should attend?

The programme is designed for both new and experienced sales people or account managers operating in a business-to-business environment.


Programme information

Duration: Two days
Price: £775 (excluding VAT)

Dates and locations:
24th - 25th June 2008 • London
13th - 14th November 2008 • Surrey
13th - 14th January 2009 • Midlands

For further details please call
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"Morgan Clarke helped us to improve our strategic selling capabilities. This is helping us to win better qualified new business."

Ross James,
Central Office of Information