

Professional Selling

In an increasingly competitive market place, more and more money is needed to support the advertising and promotional thrust to stimulate market response.

Yet, the two most important marketing questions today should be:

“What actually happens when the customer meets the salespeople?”

“What can we say or do to increase the conversion of prospects to customers?”

The point of differentiation in customer choice is often the relationship developed with the salesperson.

The sales task has long since changed from giving information, pushing products and selling benefits. Effective sales people today need to show how a product will respond to customer's values and expectations.

This program establishes the key elements to build practical skills that lead the customer to emotional commitment to take action.

Learn how to manage the sales discussion path, negotiate with different personality types and to build relationships that lead to higher sales production and profits.

RECOMMENDED FOR:

Anyone involved in sales and marketing at any level of the organisation can benefit from the practical and effective concepts developed in this program. In-house sessions can be tailored to each company profile and market position.

PROGRAM OUTCOMES

At the conclusion of this program, participants will have:

- Understanding of the attitudes and motivations of today's consumer and how to integrate those values into the sales process.
- Developed the principles of marketing positioning and understanding of the concepts of relationship selling to succeed in the modern market environment.
- Specific skills in relating to different personality types found in customers. How to manage the relationship with empathy and effectiveness.
- Identified the key steps in the sales discussion process. How to open the discussion and probe through qualifying questions. How to negotiate through customer objections and how to ask for customer action to close the sale.
- Understanding of the interpersonal influence skills essential for sales success and be motivated to apply them effectively
- The confidence and self-motivation to improve sales performance and customer satisfaction in all steps of the sales process.
- Develop a strategy to manage time effectively with a set of priorities to implement into the selling activities.

PROGRAM OPTIONS

- **Workshop** – supported with workbook/manual
- **Seminar/Conference Presentations** also available

PROGRAM PROFILE

Relationship Selling

- How selling paradigms from the past have changed. The need for a fresh approach to meet the needs of the customer today.

Attitudes Values and Perceptions

- Understanding of the new values, motivations and perceptions people bring to doing business today. How these new values need to be integrated into professional selling plans for business to consumer or business-to-business marketing.

Selling to Different Personality Types

- How to identify different personality types and styles and how best to relate to each one. How to tailor material and the sales process to address the important issues and values, each bring to the sales discussion.

Opening the Sales Discussion Path

- How to build trust and use questions to uncover customer needs and wants. How to probe effectively to establish the customer personal style and priorities.

Interpersonal Influence Skills

- How to use active listening, observing and verifying skills to uncover customer concerns and circumstances. How to use empathy to keep the discussion on track and build rapport.

Using Product Knowledge Effectively

- How to plan and use product knowledge for maximum effect. How to know how much to use, without overwhelming the customer and be seen to be too pushy.

Managing Objections and Obstacles

- How to identify and deal with obstacles that get in the way of the sale. By analysis of the most common objections encountered, a professional response can be tailored to keep the sales process on track.

Asking for the Business

- How to present a sales solution proposal to build interest and customer commitment. Analysis of close options and how to match the close to customer style and circumstances.

Cross-Selling Opportunities

- How to use leverage to maximise cross-selling and companion selling opportunities, to build turnover and profitability.

Success Through Personal Motivation

- Practical concepts on how to keep on track and motivated even in the most difficult sales situation and when managing aggressive customer behaviour.

Presented by Brian Greedy

Brian is one of Australia's leading professional speakers and trainers in business development.

Each year he delivers over 150 speeches, seminars and workshops for clients in all states, NZ and the UK.

He draws from over 20 years grassroots business experience in management, marketing and sales, including the development of highly successful food distribution business from start up to a multi-million dollar turnover.

An engaging and inspiring presenter with a pragmatic “how to” approach in communicating his knowledge makes him one of Australia's most sought after conference and seminar speakers.

This program is a must for anyone who's serious about improving sales and service delivery in their business”

Clinton Luke, Honeycombe Cars & 4 Wheel Drives, Moorooka QLD

Read more of what others have said about Brian Greedy's programs at www.briangreedy.com



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