

€ TRAINING

Value-Based Selling: Overcoming Price Objections



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Introduction:

The Sales Professional of today is a business person, a negotiator, a coach, a counselor, a friend, a leader, a Key Account manager, a support resource, and, from time to time, still an enforcer. The role is now multi-faceted, complex, and changing all the while. The Sales Professional of today needs great flexibility and a wide range of cubs in the bag.

Course Objectives:

At the end of this course the participants will be able to:

- Integrate consultative and value-added selling into their professional practices
- Understand the process and psychology of the sales cycle
- Synchronize their selling cycle to the buying cycle of the customer
- Manage the value of their customers
- Identify the right professional selling behaviors and skills needed to maximize sales performance
- Develop the right personal habits to optimize selling effectiveness
- Apply the different steps of the sales process and identify the need for each step
- Analyze and apply the principles of successful negotiations and handling objections
- Recognize the basics of customer relationships management and influencing outcomes

Targeted Audience:

Sales and Marketing Staff as well as anyone who needs to sell a commodity or an idea to another person

Course Outlines:

Unit 1: The Changing Business Environment:

- Turbulent Times for Companies
- Evolution of Personal Selling
- Are We Selling Something or Helping the Customer Buy?
- Personal Selling Profile

Unit 2: Preparation and Self Organization:

- Personal Management
- Impact of Your Appearance
- Time management for salespeople
- Understanding the psychology of selling
- Developing a Strategy for Sales Success The BAT Formula: Behavior, Attitude, and Techniques

Unit 3: The Sales Meeting:

- Functions of the Sales Presentation
- Professional Skills

- The ASAP Formula Art, Science, Agility, Performance
- The 7-Step Sales Process
- Overcoming Objections Which Comprise 6 Major Factors:
 - Need
 - Features
 - Company
 - Price
 - Time
 - Competition
- Closing Techniques

Unit 4: Creating Rapport through Communication:

- Purpose of Communication
- Elements of Communication with Others
- Questioning and Probing Skills The RAIN Model: Rapport, Aspirations, Impact, Need Analysis

Unit 5: Managing the Customer Relationship:

- Service Beliefs and Philosophy
- Basic Attributes of a Positive Attitude
- Value of Your Customer and How You Manage It
- Causes of Customer Attrition
- How to Respond to Different Buyers and Different Personalities