

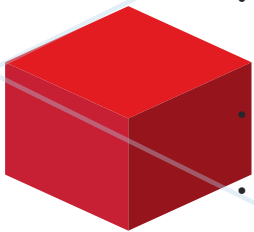
COURSE CONTEXT

- The business environment is increasingly competitive.
- There is an ever growing focus by customers on price and margin.
- Customer loyalty is increasingly difficult to obtain and maintain.
- Conventional methods of selling and promoting products has limited sustainability for organisations.
- Organisations require new approaches to selling products and services.

COURSE OBJECTIVES

By the end of this course,
Participants will be able to:

- Enable sales people to differentiate their product or service from competitors.
- Shift the focus from the product or service to the value added.
- Create new forms of competitive advantage.



COURSE OUTLINE

Selling as a Profession

- The role of the sales force.
- The limits of conventional sales practices.
- The difference between 'push' and 'pull'.
- Excellent in execution.

What You Sell vs What They Buy

- The solution-based approach to value based selling.
- The tangibles and the intangibles of value based selling.

Customer Centricity

- What's your orientation?
- The role of customer engagement.
- Leading the engagement agenda.

Business Simulation Case Studies

- Identifying customer needs.
- Undertaking exploratory discussions.
- Fact finding for gap finding.

Who Owns Value Based Selling

- The organisation-wide role.
- Gaining internal support.
- Leveraging core competencies.

Planning and Preparation

- Fact-based planning.
- Developing commercial proposals.
- Preparing for customer responses.

WHO SHOULD ATTEND

- Those seeking to change the mentality of sales people in the approach to selling products and services.
- Sales executives seeking to find new ways to compete and improve productivity.
- Organisations seeking new forms of competitive advantage.

RESULTS

Business Benefits

- Shift the dialogue.
- Create new growth pathways.
- Differentiate sales personnel, products and services in the eyes of the customer.

RESULTS

Personal Benefits

- More skillful selling.
- Ability to take a solutions-based approach that is customer centric.
- Personal learning plan to support application and consolidation of key learnings into the role itself.

