

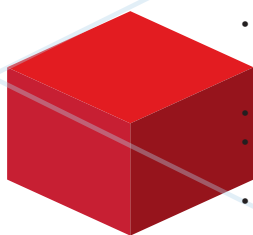
## COURSE CONTEXT

- Customer organisations are becoming more complex and require engagement across multiple decision influencers and decision makers.
- Selling often takes an overly simplistic approach to complex selling situations.
- Influencing customer decisions requires a structured sales process.

## COURSE OBJECTIVES

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

- Develop a solution-focussed approach to the sales process.
- Explain the difference between selling and business development and the required skills.
- Make the buyer a part of the solution.
- Develop collaborative relationships as opposed to competitive relationships.
- Role-play to practice and explore the skills.
- Introduce tools and processes for easy to use post work shop application.



## COURSE OUTLINE

### Managing the Complex Sale

- What's your orientation?
- The difference between trading and selling.
- The complex sales process.
- The business development process.
- Gaps and solutions.

### Customer Needs, Wants and Motivations

- Understanding customer decision making and influences.
- Turning objectives and opportunities into solutions.
- Six influencing keys.
- Unlock opportunity vs pushing.
- Communication skills and application.
- The exploratory process.
- Case study role-play.

### Persuasive Selling Process

- The moment of truth.
- Preparing.
- Controlling the presentation.
- Involving the customer.

### Dealing with Objections and Resistance

- Dealing with objections and resistance.
- Objection handling as part of the sales process.
- Responding to objections.

### Case Study Analysis and Role-Play

- Analyse and prepare a pre-planned case study.
- Role-play and facilitated feedback.

## WHO SHOULD ATTEND

- Experienced sales people who require development or revitalisation of key skills and competencies.
- Supervisory and managerial people who manage sales people and who wish to groom their own selling and influencing skills.

## RESULTS

### Business Benefits

- Embed a defined process to managing and developing key customers.
- Improved ROI from trade investment.
- Develop work-based assignments to integrate skills and knowledge into daily routines to drive application and retention.

## RESULTS

### Personal Benefits

- Better understand key customers and be more customer-centric.
- Build stronger relationships across client organisations.
- More confidence in dealing with increasingly complex customers.

