



## Selling Breakthroughs

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### Who Should Attend:

Anyone involved in the selling process

### Format:

- A highly-interactive 3-day workshop

### Tools Provided:

- A Comprehensive Learning Guide
- A pre- and post-workshop skills assessment

### Related Training:

- Negotiating Breakthroughs

## Keep your customers satisfied to create lasting relationships

The secret to making a successful sale is knowing what, why, how and when your audience wants to buy. Learn the processes and stages of both buyer and seller simultaneously to understand how to apply sales skills and behaviours that accurately match the buyer's state and motivations. Understand how to use your expertise confidently to positively influence outcomes and meet both the buyer's and your own requirements. A sale isn't over until your client knows that the solution to their business problem is you and your product or service.

### This course will help you:

- Accurately assess customer needs and establish needs awareness
- Present solutions based upon priority and big picture needs, not products or services
- Use the buyer's motivations for increased focus and creating opportunities
- Communicate as a problem-solver and a trusted partner
- Develop professional, long-lasting business-to-business relationships

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A Better Way To Work

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# Detailed Synopsis:

## Selling Breakthroughs

The Selling Breakthroughs Workshop will give you the skills needed to transform selling products, services or ideas into selling “business solutions” which are essential for salespeople at all levels. The program will broaden your understanding and develop your selling skills to uncover the underlying business need, create a desire to act on solving the business problem or to take advantage of a business opportunity, make client-centered sales presentations, gain commitment, and enhance the relationship by ensuring client satisfaction. The program provides practical planning tools and processes, with case studies and practice sessions to learn and enhance your selling skills.

### Unit 1: An Overview of the Selling – Buying Process

In this overview unit we examine the process and stages that a buyer moves through in any buying situation. This enables us to appreciate the skills and behaviours required by the salesperson to support the buyer throughout the process.

### Unit 2: Establishing Buyers’ Needs and Need Awareness

The foundation of any sale and worthwhile relationship requires a clear understanding of the buyer’s real needs – their situation, problems and opportunities. In this unit you will learn the importance of first impressions, and how to use appropriate selling and interpersonal behaviours to achieve strong and positive relationships. You will enhance your questioning skills to obtain appropriate facts and information, and to get confirmation, agreement and commitment.

### Unit 3: Activating Needs to Priority

This stage is the vital link between establishing needs and presenting a solution. We explore general and specific buying motives, and identify and establish the individual motivations and drives of our buyers. You will learn specific questioning skills that focus the buyer on their real situation, and help them clarify those needs that are priorities for them. You will become comfortable challenging the status quo.

### Unit 4: Presenting a Business Case Solution

This unit is designed to move you towards mastery of presenting a business case that meets the buyer’s specific product and service needs, demonstrates value, and is based on positive relationships. You will further enhance your questioning and listening skills. You will learn how to prepare generic and client specific product and service analyses, based on a complete understanding of features, advantages, benefits and end results. You will prepare a value-based solution, with a documented value-added package, that effectively differentiates your solution. You will learn how to deal with various forms of resistance, including “price” issues, and positively sell on value and relationship factors.

### Unit 5: Closing and Implementing

Through an understanding of buying signals, stress and risk assessment, and closing techniques, you will learn how to support the buyer to implement their solution choice. Preparation of a checklist and plan will ensure both parties commit to and complete full implementation.

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### Unit 6: Cementing the Relationship and Managing Expectations

This unit looks at our customers in terms of importance and worth to help us better allocate our time.

Development of an expectation feedback system helps us monitor and evaluate results against expectations.

Proactive follow-up will ensure an ongoing relationship based on trust and credibility.

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