

Most organizations do not have the internal resources to provide proper training and proven selling methods and techniques. Consequently they lose the opportunity to remain one step ahead of the competition. Evolution is inevitable, customer's needs change, the needs of your company change, and it is imperative that salespeople change with them to ensure ongoing success for both themselves and the organization.



"20 Hours to Sales Success" is designed to meet the needs of an organization with 15-20 salespeople with requirements to either upgrade or enhance their selling skills.

"Selling Solutions" delivers powerful selling tips, advice and selling strategies that are **guaranteed** to enhance your sales revenue and profitability and instill confidence in your sales team's ability to compete in today's challenging, changing and competitive environment.

What You Will Learn

Module 1 - Personality Qualities and Characteristics to Succeed in Sales

There is evidence that suggests that certain personality types and thinking styles can have a significant impact on a salesperson's level of success. Research has proven that successful salespeople possess similar styles of thinking and behaviour. Learn and practice the qualities required to be successful.

Module 2 - Goal Setting (Destination Known)

The likelihood of success is dramatically reduced if you do not know where you are going or what you want to accomplish. Salespeople need a means of organizing their time and themselves. Our 5-Step formal goal setting process will provide a guaranteed means of setting "S.M.A.R.T" goals and a method of evaluating the action and the progress. In order to succeed in sales, one **MUST** have a proper goal setting process in place.

Module 3 - Managing Time Effectively (Do you fly by the seat of your pants?)

"I tried time management once and it didn't work". It does work and it will work but in order to effectively manage your time, you need to know how to effectively manage the time management hurdles and obstacles along the way. One of the biggest challenges faced by sales professionals today is the ability to manage many tasks in a limited amount of time. Setting goals, prioritizing tasks, effective and proper delegation and sound organizational skills are essential in order to accomplish your goals. Learn proven methods to overcome your perceived time limitations.

Module 4 - Ethical Behaviour in the Sales Profession

All successful salespeople understand the importance of maintaining a professional standard of behaviour and business practice. There is an expectation from your employer, peers, competitors and of course your customer that you conduct yourself in an honest and ethical manner. The "Selling Solutions Code of Ethical Conduct" provides guidelines and principles that are critical to know, understand and subscribe to. By understanding all of the codes, you will adapt a selling style and behaviour common to ALL successful salespeople.

Module 5 - What do Customers Really Want?

If you want to excel in sales today, it is essential that you find a way to convince the customer that you and your organization are unique. This simply means doing or offering something that your competitor doesn't or finding a way to show the customer that how you do business is different than that of your competitor. This sounds easy but in order to accomplish this, it is imperative that you have a complete understanding of not only what your customer wants but expects from you as their service provider or supplier.

Module 6 - Gaining Compliance

The job of a professional salesperson is to get and keep customers. In order to get customers, you have to provide the prospect with a logical reason to buy your product or service. During this process, there are many ways to influence their decision and ensure that they choose you as their service provider. Any time you are given that all-important face-to-face opportunity, it is imperative to know the proper techniques and methods of closing the deal.

Module 7 - New Account Solicitation

Ask a room full of sales professionals how many enjoy prospecting and you will see a show of hands. Reality is, they're not telling the truth. Most sales professionals do not like to prospect and there are many reasons for this. The single largest of which is a fear of failure caused by a lack of knowledge. Most sales professionals do not know how to prospect and this is a self imposed barrier to success. If you are "spraying and praying" or smiling and dialing, there is a more logical process to follow that will guarantee greater success and most certainly a more productive use of your time.

Module 8 - Value Selling

In sales we strive to establish long term relationships where both parties benefit equally. "Value Selling" will allow you to establish and maintain a positive and longstanding relationship with your customer simply by selling the way we are supposed to and the way customers expect us to. Imagine, a margin increase simply by giving the customer what they want.....and expect. It can be done.....sell the value.

Module 9 - Presenting and Negotiating for Success

The prospect has shown enough interest in you and your company to allow you the opportunity to present to a room full of decision makers and influences. The primary purpose of your presentation is to show them that your product or service is superior to that of your competitor and will more effectively meet their needs. You **MUST** present your proposal in such a way that it will convince your audience that you, your company and your product are superior and are the right choice for them. Negotiation should not be considered as a test, a power struggle or an opportunity for one to emerge as the victor. Negotiation is ultimately an agreement to move forward. For the most part, both parties have agreed to do business and it is imperative that you come to an agreement that is mutually rewarding for both parties allowing both parties to accomplish their revenue and profit goals. Present well and the negotiation is simple.....when do we get started?

Module 10 - Managing your Territory

In order to successfully manage your business, it is imperative to have a set of mutually agreed parameters that set the foundation for your supplier/customer relationship. As a salesperson, you must strive to not only meet but also exceed your customer's expectations. To accomplish this, these expectations and relationship parameters **MUST** be derived from an open and honest discussion with your customer. You **MUST** establish the ground rules of your relationship.