

salesmindset

T h e P o w e r o f P o t e n t i a l

1 Day: B2B Sales Skills Training Course

Aimed at Salespeople Selling a Service or Product to other Companies

Course Content

- Understanding how the **world of sales has changed** in the last 10 years
- The modern-day **buyer** and the **complex relationship** between **buyer** and **seller**.
- Defining the nature of the **anatomy** of the world's top sales performers.
- Understanding the **sales methodology** that is leaving all other sales people behind.
- How to **completely dominate** your industry and not just compete.
- Getting clear on your **value proposition (WIIFT)** and being truly sold on your product
- **Effective prospecting** – from lead generation to closing sales.
- **Cold calling** – all you need to know about **scripts, numbers** and **conversion ratios**.
- Overcoming **reflex responses, brush-offs** and **objections**.
- **Social selling** and building your own **brand of excellence**.
- How to **reverse engineer 200% sales targets** by linking targets to activities to that generate revenue.
- The importance of **measuring** and **tracking** sales performance.
- Learning to create **predictable outcomes** in sales including targets and commission.
- How to leverage the **compounding effect** of small percentages across your sales process
- **Defining your perfect client**.
- Designing your own **sales plan & MAP – Massive Action Plan**.
- How to sell the **features** and **benefits** of your product or service.
- **Opening relationships** and **accounts** with clients that you only dreamed of.
- **Account management** and establishing yourself as an indispensable **strategic partner**.
- How to **demonstrate ongoing value** and **ROI** to clients throughout the sales process.
- How to get **multiple commitments** from clients during the sales process.
- The importance of demonstrating your **product / service expertise**.
- How to **build credibility and trust** with your clients.
- Diagnosing your client's problems and understand their pain points.
- **Selling outcomes** and tying your solution to solving your client's problems.
- **Exploring possibilities** with clients and **creating a need** where one may not have existed.
- **Creating urgency** to buy now by exploring impact (Cost) of no action.
- **Listening to your clients'** needs and looking at the problem holistically.
- The art of **influencing** your client positively – the **8 principles of influence**.
- The importance of **upselling** and **cross-selling** your products or services to clients.
- How to **negotiate effectively** – **tactics and techniques**.
- Identifying buying signals and **closing techniques** that work.
- Creating **win-win deals** and **closing the sale**.