

salesmindset

The Power of Potential

COURSE NAME: TELESALES: HOW TO HIT 200% SALES TARGET in 30 DAYS

DAY 1: SALES MINDSET

Course Outline

- Understanding the **psychology** behind how the **sub-conscious mind** controls your every **decision** and **action** including your **sales performance**.
- Using **neuroscience** and **mindset principles** to take control of your sales performance.
- Understanding **Homeostasis** and the innate **human resistance to change** and how to overcome this.
- How to **rewire your subconscious-mind** and establish **high-performance disciplines** and **habits**.
- **Upgrading your mindset** to **successful thinking**.
- Understanding how to **unlock your full potential**.
- Building extreme individual accountability for results.
- Understanding the power of **perception** and its ability to influence situations positively.
- Identifying the **causes of poor performance** and what to do about it.
- How to develop the key drivers to achieving **big results** – **confidence, self-belief, self-esteem**.
- Understanding the **limitless** nature of our **potential**.
- The importance of setting **clearly defined goals** over the long term, medium term and short term.
- Developing our own psychological **buy-in to our goals**.
- Building extreme **efficiency** and **productivity**.
- **Removing** the **mental** and **emotional** obstacles preventing us from achieving our **true potential**.
- How to **trigger our own discomfort** to ensure **consistent growth** and remain **out of our comfort zone**.
- How to **think big** and break down **self-inflicted barriers** and **limits to performance**.
- **Setting new mental standards** and **performance expectations** – a lesson from the Navy Seals.

A Closer Look at the 8 mental habits needed for success in sales:

- Self-Discipline
- Optimism
- Caring
- Competitiveness
- Resourcefulness
- Initiative
- Persistence
- Accountability

salesmindset

The Power of Potential

DAY 2: CALL CENTRE TELESales SKILLS (OUTBOUND)

- Understanding how the **world of sales has changed** in the last 10 years
- Defining the **characteristics of top sales performers**.
- Getting clear on **company, brand, and individual differentiators**.
- Understanding the different **buying styles** and how to adapt your selling style.
- **Changing your perception of yourself as a salesperson to reduce resistance from the buyer.**

Making the Call:

- Getting clear on your **call objective** prior to making a call.
- Understanding the art of **successful interruption**.
- The 5-step telephone **prospecting framework**.
- All you need to know about **cold calling scripts, stats and conversion ratios**.
- **Building loyalty** by creating **rapport** and an **emotional connection -FAST!**
- Overcoming **reflex responses, brush-offs and objections**.
- Breaking down **buyer resistance** by establishing the right motive for selling.
- The **10-80-10** rule.
- **Diagnosing the client's needs & wants using skillful questioning techniques**.
- **How to sell the features and benefits of your product or service**.
- The importance of linking **your solution to the outcome** they will experience, so your solution becomes **THEIR** only possible solution.
- How to create massive **value** throughout the **sales process (Price Vs Value)**
- How to **build credibility and trust** with your clients as quickly as possible.
- Why being a **product / service expert is so critical to closing your sale?**
- How world class **customer experience** leads to **repeat business & customer loyalty**.
- **Demonstrating leadership** and helping the customer make the right decision.
- Identifying **buying signals** so you can move the prospect to the sale.
- How to **upsell and cross-sell** your products or services to clients.
- **The 8 principles of influence** and how to use them to close more sales.
- Ensuring you get the **small "yesses"** throughout the sales process so closing becomes easy.
- Closing techniques that actually work.

Targets and Outcomes:

- How to **reverse engineer sales targets** by linking targets to your **Greatest Impact Activities**.
- The importance of measuring and tracking your activities.
- Learn how to **create predictable outcomes** in sales including targets and commission.
- How to work the **power of small percentages to increase profits significantly**.