

THE IN-HOUSE TRAINING COMPANY

Seven secrets of sales success

Overview

Are your sales techniques feeling a bit outdated? Feeling like there's more you could be doing to hit those targets?

We have something just for you! Dive into our workshop tailored to equip you with innovative ideas and actionable 'how to' techniques on pivotal sales principles. Transform the way you approach sales and watch your results soar!

Learning objectives

- Seamlessly convert your emails and social media outreach into real appointments
- Utilise 5 golden questions to ensure every conversation is a potential conversion
- Know THE question that can change the entire trajectory of a sale
- Incorporate an option matrix to maximise every upsell and cross-sell opportunity
- Master the top 3 techniques to confidently close any sale
- Tackle any objections or concerns with tact and finesse
- And, the golden rule? Stop pushing. Start guiding. Help your customers make the choice to buy from you, today

Course format

A highly interactive one-day workshop. This course is designed to facilitate a dynamic and informative training session that covers the full sales cycle. It will equip participants with practical skills and strategies to improve their sales effectiveness.

Expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in sales, sales management, customer service and personal productivity. He has a long career in sales and was a top-performing IT and solutions sales professional and sales manager. His most recent full-time role was as Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola,

Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others. In addition he has written over twenty books published in several different countries, including Companies don't succeed – people do!, 90 Brain Teasers for Trainers, Customer Service Games for Training, Sales Training Games, Telephone Tactics and Working Smarter.

Known internationally as both a trainer and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from course participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

'A very intensive course and a lot of concrete tools provided.'

'Useful data, tools and insights; engaging and interesting as always.'

Workshop outline

1 Gaining more appointments from emails and social media

- Crafting persuasive email subjects
- Writing engaging content for social media posts
- Calls to action that encourage responses
- Ten techniques for LinkedIn leverage
- Personalisation strategies

2 Five key qualifying questions to improve conversion

- Identifying client needs
- Assessing budget and authority
- Understanding timeframes
- Clarifying client's problem-solving process
- Checking compatibility with your offering

3 The most critical question you must ask

- Establishing the deal-breaker question

- Reading between the lines
- Active listening for implicit needs
- Building rapport through strategic inquiry
- Aligning your solutions with client expectations

4 Use an option matrix for upselling and cross-selling

- Creating your option matrix
- Recognising opportunities for additional value
- Tailoring packages to customer profiles
- Strategies for introducing higher-value options
- Overcoming the fear of upselling and cross-selling

5 The three best ways to close a sale

- Summarising benefits and ROI
- Creating urgency without pressure
- Navigating the closing conversation
- The assumptive close technique
- The alternative choice close

6 How to answer objections and concerns

- Identifying common objections
- Structuring a reassuring response
- Turning objections into opportunities
- Using evidence and testimonials effectively
- Practising the feel-felt-found technique

7 Stop selling and help people buy

- Shifting from selling to consulting
- Facilitating customer decision-making
- Empathising with the customer journey
- Providing solutions, not just products
- Fostering long-term customer relationships

Any questions?

Please just give us a call on 01582 463463 – we're here to help!

Or visit www.theinhousetrainingcompany.com