

GENERAL – 1 Day sales training programme - outline

DEVELOPED AND PRESENTED BY RAY PATTERSON

Green = Key points **(GA) = Group activity** **(RP) = Role play**

The topics for this programme can be customised to meet your requirements.

See list of topics on the **Sales Training** page of the website.

PROGRAMME OUTLINE:

Introduction.

The foundation for success in sales. (Attitude)

Become “RAP™” Salespeople. (Responsible, Accountable, Proud).

5 key buying decisions customers make. The importance of YOU in the sale.

New thinking in sales. Become trusted advisors and expert business partners.

Communication. How to effectively communicate your message.

Smart questioning to establish needs / problems. **(RP) (GA)**

Listening skills. **(RP)** Buying signals. **(GA)**

Understanding the difference between features and benefits. **(GA)**

Value-based selling. **(GA)**

The 8-step sales process for “face to face” meetings. The gatekeeper. **(GA) (RP)**

Closing. **(GA) (RP)**

Overcoming objections. Reflex and common objections. **(GA)**

2.

Time management and activity planning. (GA)

Tips for improving knowledge and skills. 2 simple questions. (GA)

Review “Action steps” and select “One thing”.

Evaluation forms. Certificates.

Close.

PROGRAMME OUTCOMES:

At the end of the program delegates will:

- Discover that they have the ability to succeed in sales.
- Understand that without the right attitude and positive mind-set; they simply won't succeed in sales.
- Learn the importance of being RAP® salespeople.
Take: **R**esponsibility for improving their knowledge and skills.
Accept: **A**ccountability for achieving their sales targets.
Be: **P**roud of who they are and be proud of what they do.
- Understand the 5 key buying decisions that customers make.
- Understand the important role they play in the sale. (Customers don't make decisions to buy based on the company, the product or the price. They make decisions to buy based on their impression of the salesperson)
- Discover that selling has evolved over the past ten years. Customers now expect salespeople to be Trusted Advisors and Expert Business Partners and to give them good advice on how to grow and improve their business.
- Understand the importance of making a good first impression when dealing with customers.
- Learn how to ask the right questions to gain information and establish needs. (Start conversations with their customers)
- Learn how to listen effectively. (Listen with the intent to understand).
- Learn how to identify buying signals and what to do with them.

3.

- Understand the difference between features and benefits.
- Understand the importance of focusing on value and not cost when selling.
- Learn how to get customers to agree on major benefits.
- Learn to use an 8-step sales process for controlling face to face meetings.
- Discover that closing is just the natural conclusion to the sales process.
- Learn how to ASK for the business with confidence.
- Learn a simple 4 step process for overcoming objections.
- Learn how to successfully overcome “Reflex” objections.
- Understand the importance of planning their day.
- Learn how to develop a monthly work plan to achieve their sales targets.
- Discover a few simple tips to improve their knowledge and skills daily.
- Walk out of the room at the end of the programme in a much better frame of mind about themselves and their profession than when they walked in.

Their attitudes will also be greatly improved!



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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