



Inspiring A Professional Sales Attitude

SALES TRAINING – 90-MINUTE STAND-ALONE MODULES

Developed and presented by RAY PATTERSON.

SALES TRAINING WITH A DIFFERENCE!

- Simple and effective stand-alone modules to address specific selling skills and techniques. (See list of topics below)
- Only 90 minutes required. (Short, sharp and focused)
- Compliments and enhances any in-house sales training already in place.
- Easy to implement.
- Address and improve specific areas of weakness in the sales process.
- Increased sales performance and results immediately.
- Cost effective.

Cost.

R 5 900.00 incl. VAT per 90-minute module (Max 20 delegates)

Cost includes a comprehensive set of notes which allows for adding personal notes as well as constructing an “Action plan” to implement the skills learned.

These notes can be used as a refresher whenever necessary. The notes will be sent to you in PDF format for printing of copies per delegate.

Cost excludes venue hire, teas and lunches as well as travel and accommodation if required. Travel within a 70 km radius of Centurion is included. Additional travel by road is charged at R 3.50 per km.

Training format.

The training is hands on and interactive. Delegates are encouraged to participate and to have an open mind. “How can I make this work for me?”

There are group discussions and role-plays to allow the delegates to customise and practice the skills being presented.

This will ensure that there is a return on the money invested in training.

Information alone is worthless. **It’s the application of information that makes it valuable!**

2.

Training objectives.

- To take the delegates from being “Average Reps” to being “Sales Professionals”.
- To equip the delegates with specific skills and techniques to successfully sell the company’s products and services.
- To address and improve specific areas of weakness in the sales process.
- To get the delegates to move from being “Presenters” and “Information providers” to being “Salespeople”. (Trusted Advisors)

The objective of any sales training session is to get salespeople to improve their attitudes and to improve their sales performance.

The material presented is not based on internet research but rather based on current and relevant sales trends.

All modules are developed and presented personally by RAY PATTERSON.

There is no Power Point Presentation. The training is hands-on and interactive.

Why RAY PATTERSON?

- The skills presented are simple and easy to implement. (Immediate results)
- The training is hands on and interactive. (No power point)
- There are group activities and role plays to allow delegates to get a “Feel” for implementing the material.
- All modules include a comprehensive set of notes, which allows for adding personal notes as well as constructing an “Action plan” to start implementing the skills and techniques learned. These notes can be used as a refresher whenever necessary.
- The training is authentic and delegates “Buy in” rather than “Tune out”.66666
- Reasonable and affordable rates.
- **Money back guarantee.** (If you are not satisfied with the training delivered you will receive a full refund)

Note: The success of any training is dependent on the implementation of the material. It is therefore recommended that the persons responsible for driving sales also attend the training and that they ensure the implementation of the material.

General: I am fully bilingual and can include Afrikaans during the session if and when required. I connect well with all ages, races and genders.

3.

STAND ALONE MODULES – SALES TOPICS

The list of topics below follows a sequence in the sales process. However, any module can be presented at any time to address a specific area of weakness in the salesperson or sales team.

Please note:

Prospecting and Setting Personal Goals are both presented over two 90-minute modules.

Module 1. The foundation for success in sales.

- Tips for improving knowledge and skills
- The foundation for success in sales. (Attitude)
- New thinking in sales.
- Removing the negative stigma of sales.
- The need for a good attitude in sales.
- “RAP”® Selling. (Responsible. Accountable. Proud)
- 5 key buying decisions that people make.
- Understanding the importance of YOU in the sale.
- Tips for improving knowledge and skills

Module 2. Making a good first impression. Communication.

- How to create a good 10 second introduction. (Elevator pitch)
- Get to the point.
- Differentiate yourself from the average “Sales rep”.
- How to effectively communicate your message.
- 3 key elements to communicate your “Attitude” towards what you are doing.

Module 3. Smart questioning. Listening skills.

- Stop “Telling” and start “Selling”. It’s not about you, it’s about them!
- Using “open ended” questions to establish needs / problems.
- Listening skills. There is a difference between hearing and listening.
- Tips for good listening.
- Identifying buying signals. Be “Sales awake”.

4.

Module 4. Prospecting. (Part 1)

- Create your “Own economy”. Don’t rely on *the economy* for success in sales.
- How and where to find new business.
- Internet research. Referrals. Cold calling. Existing customer base.
- Overcoming the fear of rejection.
- Know what you are going to say and how you are going to say it. (Rehearse)
- Be different, don’t sound like everyone else.
- Creating “Campaigns” for prospecting. (Market research. Courtesy call)
- Set a prospecting target. How many per month / per week / per day.
- Don’t rely on sending out e-mails with a load of information (and your fingers crossed) G.O.Y.A and make cold calls, (telephone or walk-in) visit prospects.
- Keep accurate records of your prospecting activities.

Module 5. Prospecting (Part 2). Dealing with reflex objections.

- How to overcome “Reflex objections” when prospecting.
- Look for solutions, not excuses.
- Dealing with the “Gatekeeper”.
- Selling is a numbers driven business. Keep on working, the “Yes’s” will come.

Module 6. Features and benefits. Presentation. Commitments.

- Know your product / service inside out and backwards!!!
- Understanding the difference between features and benefits.
- Focus on selling benefits. (Tell stories to get customer emotionally connected)
- Benefits = value.
- Be enthusiastic about what you have to offer.
- Presentation. Don’t just sell based on price, create value!
- Get customers to agree on major benefits presented during your presentation.

Module 7. Closing.

- Closing is not the issue, it’s what happens before closing that is the issue.
- How to convert interest generated during the presentation into “Action!”
- The difference between “Closing” and “Closing techniques”.
- How to “Ask for the business” (A.4.T.B.)
- 2 simple questions to start the closing process.
- Using closing techniques to find direction (Next steps) and get commitment.

5.

Module 8. Overcoming objections.

- It is quite normal for customers to object to making the buying decision.
- Change your mind-set about objections.
- Objections are selling opportunities.
- The 2 basic rules for overcoming objections.
- Dealing with “Common / reflex objections”.
- 4 steps to overcoming objections.

Module 9. The 5-step sales process for controlling the sale.

- The importance of following a sales process.
- Working on purpose and with a plan.
- The 5-step sales process for controlling the sale.
- Using “Positive sales language”.
- Stop being “Presenters” and “Information providers” and start being “Salespeople” (Trusted Advisors and Expert Business Partners)

Module 10. Sales etiquette. Personality Styles.

- Sales etiquette = EQ = common sense.
- The most important component of any sales process is YOU!!!!
- Tips for achieving sales etiquette.
- The 4 basic personality styles.
- How the different personality styles behave and react in the selling situation.
- Plotting and understanding your own personality style.
- See others as being different, not better or worse.

Module 11. Making appointments. Overcoming objections to appointments.

- Using the telephone as a powerful selling tool.
- Overcoming common objections to appointments.
- Dealing with the “Gatekeeper”.
- Keep accurate records of your telephone calling activities.
- Practical on the job call evaluations and coaching.

Module 12. Cross-selling and Up-selling.

- What’s the difference?
- Focus on the initial sale before cross-selling or up-selling.
- Educate customers and increase order value.
- Be “Sales awake”.
- Be Trusted Advisors and Expert Business Partners.

6.

Module 13. Time management and activity planning.

- Time management tips.
- The 2-minute rule to overcome procrastination.
- Daily activity planning.
- Set M.A.S. (Minimum Acceptable Standards)
- Work out an activity plan for minimum monthly, weekly and daily activities.

Module 14. Setting and achieving personal goals in sales (Part 1) The “Mirror”.

- Why salespeople should set and achieve “Personal goals” in sales.
- The difference between personal goals and company targets.
- 3 Types of goals. (Long term, short term and immediate)
- 6 tips for setting and achieving personal goals in sales.
- Have a look in the “Mirror” at your work performance.
- Identifying weak areas. Create a “Personal Improvement Plan”.

Module 15. Setting and achieving personal goals in sales (Part 2)

- Shopping trip.
- Allocate items from shopping trip list to long, short and immediate goals list.
- Prioritize list and fill out the monthly “Set-aside” schedule.
- Sales affirmations.
- Create a “Vision board”.

Selling is the # 1 skill set in any organization. No company can exist without sales and no sales can happen without salespeople, well-trained and well-motivated salespeople.

NOTHING EVER HAPPENS UNTIL A SALESPERSON SELLS SOMETHING!!!

RAY PATTERSON.



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

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