

Inspiring A Professional Sales Attitude

VIRTUAL SALES TRAINING PROGRAMME
2-hour modules. – Typical programme outline.

Developed and presented by RAY PATTERSON.

Green = Key points. (These will be customised to meet your requirements)

Module 1.

The foundation for success in sales. (Attitude) (60 minutes)

- Take responsibility for your own success in sales.
- Create your “Own economy”, your sales pipeline. (Activities)
- Learn, practice and implement selling skills. (Become “Sales professionals”)
- Become “RAP™” Salespeople. (Responsible, Accountable, Proud).
- 5 Key buying decisions that clients make. The importance of YOU in the sale.
- New thinking in sales. (Trusted Advisors and Expert Business Partners).

15-minute tea break

Making a good first impression. Communication. (60 minutes)

- Making a good first impression. The 10 second introduction. (Elevator pitch)
- Communication. How to successfully “Communicate” with your clients.

Module 2.

Smart questioning. Listening skills. Buying signals. (90 minutes)

- Stop “Telling” and start “Selling”. It’s not about you, it’s about them!
- Using “open ended” questions to establish needs / problems.
- Tips for good listening. How to listen with the intent to understand.
- Identifying buying signals. Being “Sales awake”.

15-minute tea break

Features and benefits. Value based selling. (60 minutes)
Cross and Up-selling.

- Know your product / service inside out and backwards!!!
- Understanding the difference between features and benefits.
- Sell benefits, not features. Benefits = value.
- Focus on value not cost.
- Increase client spend through Cross and Up-selling.

Module 3.

Closing. (60 minutes)

- How to “Ask for the business” (A.4.T.B.)
- How to convert interest generated during the presentation into “Action!”
- The difference between “Closing” and “Closing techniques”.
- 2 simple questions to start the closing process.

15-minute tea break

Overcoming objections. (60 minutes)

- Change your mind-set. See objections as selling opportunities.
- The 2 basic rules for overcoming objections.
- Dealing with “Common / reflex objections”.
- 4 steps to overcoming objections.

Module 4.

The 4-step sales process (face to face / video / tele) (control the sale) (60 minutes)
(Product presentation. Commitments and agreement).

- How to control the sale during the sales cycle.
- Working on purpose and with a plan.
- Product presentation. Don't just sell based on price, create value!
- Be enthusiastic about what you have to offer.
- Get customers to agree on major benefits presented during your presentation.
- Use “Positive sales language”.

15-minute tea break

electronic etiquette. (60 minutes)

- E-mail etiquette. Do's and don'ts. What clients expect from salespeople.

Module 5.

Prospecting. Managing an existing client base. (60 minutes)

- Create your “Own economy”. Don’t rely on *the economy* for success in sales.
- How and where to find new business.
- Making successful follow-up calls.
- Creating “Campaigns” for prospecting. (Market research and Courtesy calls)
- Set a prospecting target. How many per month / per week / per day?

15-minute tea break

Tips for making and taking business telephone calls. (60 minutes)**The gatekeeper.**

- Using the telephone as a “Selling tool”.
- Dealing with the gatekeeper.

Module 6.

Making appointments. Objections to appointments.

- Making appointments using a structured approach.
- Overcoming common objections to appointments.

The 10-step tele-sales process for controlling the sale.

- Following a 10-step sales process to control tele sales.

15-minute tea break

Presenting to groups and or the “Big guns”. (60 minutes)**Tips for using Power Point.**

- How to properly prepare and present to groups, including the “Big guns”.

Module 7.

Time management. Activity planning. (60 minutes)

- Understanding the importance of daily planning.
- Time management tips.
- The 2-minute rule to overcome procrastination.
- Daily activity planning.
- Create a monthly work plan. I.E. Activities required to achieve your targets.
- Focusing on activity, not targets. (Ratios)

15-minute tea break

8 steps for controlling the face to face meeting. (60 minutes)

- How to control “Face to face” meetings.

Module 8.**15-minute tea break****Setting and achieving personal goals in sales. (60 minutes)**

- 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)
- Shopping trip.
- Create a “Vision board”.

Module 9.**Personality styles. (60 minutes)**

- The 4 basic personality styles and how they react in the selling situation.
- Plotting and understanding your own personality style.
- See others as being different, not better or worse.

15-minute tea break**Tips for improving knowledge and skills. 2 questions. (60 minutes)****Programme summary. Certificates and evaluation forms.**

- A few ideas on how to improve knowledge and skills.
- Answer 2 questions to discover points requiring improvement.
- Summary of all modules. Summary of all “To-do’s”. Summary of all “One thing”.
- Summary of skills implemented. Summary of success stories.
- Most useful modules. Modules to revisit.

NOTHING EVER HAPPENS UNTIL A SALESPERSON SELLS SOMETHING!!!

RAY PATTERSON.

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