



B2B SALES FOUNDATIONS

Every salesperson needs to master the basics. The world of sales may be rapidly changing and buyers more informed than ever. So is the role of the salesperson changing and the tools available to assist in making sales are greater than ever, but unless you build on a solid foundation, salespeople will fail to reach their true potential.

Whether you are selling “widgets”, the latest technology on the market to multi-nationals or new business concepts to your management team, the key factor in your approach will be attitude.

Based on my book, *‘Your Roadmap to Achieving Sales Success’*, this training program identifies that a positive attitude towards selling, towards your product, towards yourself and towards your client are fundamental for success in sales. The program then develops the basic steps in the B2B selling process, and importantly, aligning with the modern buyer’s journey. The training covers prospecting, qualifying, the proposal phase, confirming the sales and managing the long-term relationship - all for a more effective result.

Learn to win more sales by:

- Better targeting of your efforts
 - DEFINING AND UNDERSTANDING YOUR IDEAL CLIENT
- Creating demand for you and your product or service
 - PERSONAL BRANDING
 - LEAD GENERATION
 - PROSPECTING
- Satisfying the demand through closing more business that creates value for your client, your company and you
 - PROPOSING
 - PRESENTING
 - CLOSING
- Developing and managing the prospect and/or client relationship
 - RELATIONSHIP MANAGEMENT

Program Summary

- Attitude Is Everything
 - How to develop a positive attitude towards selling and being a sales "consultant"
 - The 4 Different Styles of Salesperson
- Why We Lose Sales
 - Understand the buyer's behavior
- Relationship Selling
 - Personality Differences – yours, your prospects and how to use these in building trusted relationships to close more business
- Stages of Selling – The Sales Cycle

- The logical selling flow that makes closing a natural and obvious conclusion
- Lead Generation
 - Identifying who are your target clients and what are their differences?
 - Knowing your competitive advantage
 - Suspects v Prospects
 - Qualifying & Managing Your Prospects – sales funnel and prospect reporting tools
- Face-to-Face with the Prospect
 - Preparing for the Sales Call
 - Creating an impressive professional impression
 - Building rapport with the customer
 - Sensitivity to customer needs
 - Understanding the roles of each type of buyer
 - Develop questioning that uncovers and answers objections before they arise
 - Understanding the importance of listening
 - Identifying the PAIN and the potential GAIN
- Selling Benefits and Value, NOT Features
 - Expand feature-benefit selling to include advantages, problems solving and evidence
 - Provide a way to show the customer the relationship between price and value
 - Position yourself, your products and services with the client's needs in mind
 - Your Unique Core Differentiator
 - Identifying and presenting to your prospects business and personal needs
- Handling Objections – they are really a sales tool.
 - “Managing” objections
 - Reducing resistance
- Confirming the Sale
 - Closing techniques
- Develop and maintain relationship-based sales
- Set plans and action steps to accomplish your sales objective

Methodology

This program is highly interactive and practice-oriented; special emphasis on group discussions, self-assessment, role plays and case studies. The participants will learn to develop their own sales strategies and gain a new understanding of how their thoughts and feelings influence sales situations.

Duration: Two (2) full days. Program can be broken down into practical sections and delivered over a longer period with each session addressing a specific area of personal sales development.

Target Group: Anyone new to B2B sales in a frontline capacity or those who need a refresher on sales.

Let's discuss how B2B Sales Skills training can help change the culture of your sales team and help them develop the skills needed to be successful in this rapidly changing buying and selling environment in which we now operate.

Call me or drop me an email to arrange a time for us to catch up

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