

## Target audience

- Salespeople, with or without experience
- Experienced salespeople in search of new techniques

## Pre-requisites

- There are no pre-requisites for this course

## Objectives

- Develop a collaborative sales approach that takes into account the buyer's decision-making process
- Understand the buyer's explicit and implicit needs
- Convince the customer by including relationship and emotional aspects
- Steer the negotiations through to the final agreement
- Build a relationship of trust

## On-the-job benefits

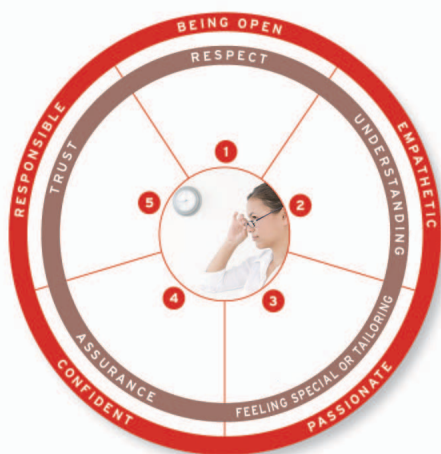
- Approach sales from the customer's perspective and focus on his interests
- Stand out from your competitors
- Maximise customer satisfaction and loyalty

## Benefits for the company

- Achieve higher levels of customer satisfaction than your competitors
- More productive sales teams
- Increase customer-retention rates
- Create a strong emotional bond between you and your customers

## Special features of this course

The buyer's five wishes decoded



Your five-point super-salesperson checklist:

- 1] Draw up a sales approach that is focused on the buyer
- 2] Prepare the three key points of your sales meeting
- 3] Discover the rational and emotional needs that will help you tailor your proposal.
- 4] Tailor the solution and your sales presentation to the buyer's profile
- 5] Handle objections and lead the buyer to conclude the sale

To be a good salesperson, put yourself in the buyer's shoes!

### 'The buyer-driven sales process'

Role-play exercise on the five stages of the sales process

- > Decipher the customer's reactions at each stage of the sale: preparation, discovery, support, agreement, promises delivered.

### PCP (Precise, Collaborative and Personal) objectives

Team exercise

- > Analyse nine different objectives: are they PCP? Which ones are not PCP?

### The trial: 'The sellers are accused of focusing solely on their own interests'

Team role-play: the defence, the prosecution, the jury and the judge

- > Present the case with conviction and feeling.

### The 'botched sale' exercise

Practice exercise in two groups (sellers and buyers) on ten ways of destroying buyer trust

- > Learn about the levers for successful, recurring sales
- > Draw up a contract that will satisfy and be respected by everyone.

# Programme



## Two 30' e-learning modules + Two-day classroom course + Four 30' e-learning modules



### Take the buyer's view

- ☐ The five wishes of every buyer.
- ☐ Focusing on mutual interests and the buyer.
- ☐ Adapting behaviour and technical skills at each step of the sales approach.
- ☐ Achieving success and understanding failure.



### Preparing for shared success

- ☐ Defining winning objectives for both parties.
- ☐ Identification of aspects for attaining objectives.
- ☐ Preparing the sales approach.

### 1\_ Taking a different perspective

- A key success factor
- A key factor in successful sales: the buyer
- Adapting the sales process to the buyer's point of view
- An overview of the sales process targeted on the buyer

### 2\_ Preparing for shared success

- Starting out with success in mind
- Defining the objectives of shared success
- The four steps to preparation
- The finishing touch: your own preparation

### 3\_ Discover the hidden world of your buyer

- Buyers' different motivations
- The art of questioning
- The keys to obtaining information: active listening

### 4\_ Presenting your offer with passion

- Checking that you have correctly understood
- Adapting proposals to buyer needs
- Adapting your style to fit in with the buyer

### 5\_ Steering the way to mutual agreement

- Handling objections
- Leading buyers to a final agreement

### 6\_ Building sustainable shared success for you and your buyer

- Delivering on your promises



### Discover the hidden world of your buyer

- ☐ Professional and personal motivations of buyers.
- ☐ Asking the right questions.
- ☐ Building a closer relationship with buyers.
- ☐ Active listening to understand buyers better.



### Presenting your offer with passion

- ☐ Understanding buyer needs.
- ☐ Adapting proposals to buyer needs.
- ☐ Developing your argument by adapting your interpersonal communication.



### Steering the way to mutual agreement

- ☐ The true meaning of objections.
- ☐ Responding to buyer questions and objections.
- ☐ Helping buyers make a decision.



### Building sustainable shared success

- ☐ Integrating buyer motivations.
- ☐ Implementing the solution together with your buyer.
- ☐ Best practices in relationship follow-up.

## Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course