

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

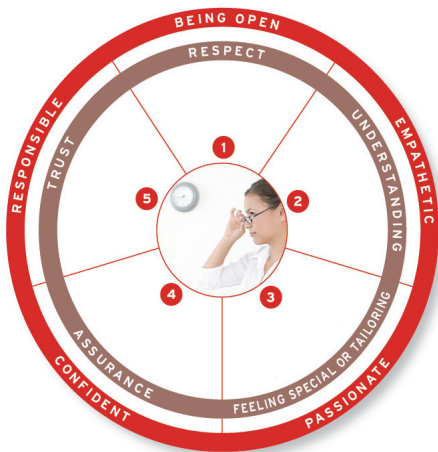
- Approach sales from the customer's perspective and focus on his interests
- Stand out from your competitors
- Maximise customer satisfaction and loyalty

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



- 1] I am important
- 2] Be listened to and understood
- 3] Demonstrate a tailored approach
- 4] Make the right decision
- 5] I am still important

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.

