


The complete sales' professional

Six-day
programme

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- ▷ **Acquire a toolkit of highly effective persuasion techniques**
 - ▷ **Gain an insight into the 'golden rules' of effective selling**
 - ▷ **Learn how to apply solutions selling and consultative selling strategies**

Learn everything you need to know in order to be a top class sales person



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Overview

This six-day programme (consisting of three, two day training modules plus project work) gives participants a set of practical tools, techniques and strategies that will allow them to become role models for superior sales performance. The aim of the programme is to establish a culture of professional selling skills where sales people have the confidence and competence to engage with clients in a way that leads people to want to buy from them. The training introduces delegates to a common language and common set of tools so that they can support each other and speak 'as one voice' to the customer, thereby maximising sales opportunities. By the end of the course participants will have greatly increased their self-confidence in sales situations whilst also gaining a competitive edge in maintaining and building positive client relationships.

Learning objectives

By attending this highly interactive six-day course you will:

- ▷ **Increase your persuasiveness with twenty influencing techniques**
- ▷ **Learn a powerful seven-step method for managing a face-to-face sales meeting**
- ▷ **Access techniques for developing your self-confidence when 'pitching' your solution to the customer**
- ▷ **Discover an elegant nine-step planning process for creating presentations**
- ▷ **Acquire effective negotiation strategies**
- ▷ **Uncover a 'toolbox' of tried and tested skills for breaking deadlocks**



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Course structure

The **Complete Sales Professional programme (CSP)** begins with us writing bespoke role-plays that reflect the participant's real life sales environment. This is followed by our **Rapport Based Sales Workshop**, which covers the 'inner game' of selling as it considers the 'golden rules' or fundamental principles of good salesmanship. We then move on to a toolbox of twenty influencing skills that experts use to persuade customers to buy their products. This is followed by the BMC sales system known as the **Rapport sales call structure™**.

Once the initial sales meeting is completed customers often want a formal presentation outlining the proposal that we are putting to them. With this in mind we next look at **Masterful Sales Presentations**. This module considers how to design sales presentations that motivate customers to buy a particular product or service and how to deliver a sales pitch with skill, elegance, passion and power.

If the presentation is successful and the customer is sold on a product or service, he/she may want to haggle over the details so the final section of the course covers **Advanced Negotiation Skills**. Here we consider how to consistently achieve a win-win outcome in negotiation and dealing with deadlocks.

Action Learning projects

Each workshop is followed by an **Action Learning** phase, which involves the participants meeting once every two weeks for about thirty minutes and discussing how they are using the tools in action. This allows the delegates to support and coach each other as they try out their new skills in the work environment. We conclude this phase with a **Closure Workshop** (about three months after the **Advanced Negotiation Course**) during which each participant gives a presentation on how they have applied the lessons from the training in 'real life'. In this way the impact of the training on the business can be evaluated.

Who should attend?

This programme provides an opportunity for experienced sales people to (a) refresh themselves on the basic sales skills and (b) look in-depth at some of the influencing techniques that expert sales people use to get outstanding results. It is also for sales people who wish to develop their professional selling skills to a more advanced level.





How to sell in a natural, confident and consultative manner

The inner game of selling

The phrase the 'inner game' is a term borrowed from sports psychology. It is a reference to the fact that what is going on inside a person's head (their state of mind) is crucial to good performance. Here we consider the role perception and beliefs of expert sales people. We review the mindset that is associated with elegant, persuasive and charismatic salesmanship.

Influencing skills

The ability to influence and persuade is the key competency of expert sales people. Here we cover twenty influencing tools grouped into five 'sets' or topics. Mastery of this skills toolbox, which is based on NLP (Neuro Linguistic Programming) concepts, allows the sales professional to conduct face-to-face meetings with elegance and precision.

Creating rapport

Building a sense of trust and partnership with prospective clients. Gaining a psychological 'connection' with other people.

Effective listening

Paying close attention to the prospects non-verbal behaviour and tuning in to the underlying message that is being transmitted.

Needs definition

This set of tools is concerned with asking high quality questions that map out precisely the customer or prospect's needs and requirements.

Yes sets

Building a history of agreement into the conversation so that the other person gets into the habit of agreeing with you. These techniques help to generate a positive tone to the whole of the sales conversation, from the first hello to the final handshake.



Dealing with resistance

Using assertive tools combined with NLP techniques to explore and overcome obstacles that may be put up by a customer when discussing a particular topic or issue.

Making a connection with the prospect

Looking in-depth at the first two stages in the BMC rapport sales call method™. This involves, setting clear goals, establishing an initial connection and finding out some background information.

Identifying and developing the need

Working with logical levels diagrams to identify customer needs and then to build the prospects motivation to act to resolve those needs.

Finding the buying strategy

Identifying the sequence that the prospect uses to choose between possible providers: understanding what has to happen for us to get the business.

Presenting a solution

The last two stages of the Rapport sequence cover presenting a solution to the prospects needs and asking for a commitment to move forward. This is about understanding (a) benefits and (b) closing techniques..





How to make highly persuasive sales “pitches”

Masterful planning method

After the initial sales meeting it is often the case that the client will ask for a formal presentation or ‘pitch’ to be made to the key decision makers. Outstanding presenters plan and rehearse these talks thoroughly but quickly. The **BMC masterful planning process™** is a mnemonic in which each letter in the word ‘masterful’ covers an aspect of effective preparation. Learning the method allows the design of the presentation to be fast and effective.

Voice development

Excellent presenters speak naturally and with pride. Here we consider the postural, breath control, and voice projection aspects of speaking well to groups. The exercises are of the type that are taught to actors and singers.

Building presenter confidence

Confidence in presenting has four sources. Firstly it stems from having expert beliefs, secondly from knowing your material, thirdly positive experience (i.e. having done it successfully in the past) and fourthly from conditioning yourself to feel good about presenting. Using a technique known as ‘resource anchoring’ we can develop this conditioning aspect of building confidence.

Delivering with impact

There will be a review of the BMC Assessment checklist, which highlights the key points that the speakers need to implement when giving their talks. This includes topics like having a great introduction, the power of metaphors, using ‘sensory based language’ etc.

Understanding the dynamics of effective sales presentations

A discussion of a specific logical format for sales presentations that ensures that talks intended to influence others make a compelling case.

Handling questions

Methods for dealing with hostile, difficult or awkward questions during a sales pitch e.g. The 3 step technique, Car parking, Inviting audience participation etc.





How to close the deal and get a win/win outcome

The BMC A-G Negotiation Planning Process™

Once the sales pitch convinces the client or customer to move forward they will often seek to enter into a negotiation in order to agree the details of any deal. Here we look at the way in which the influencing tools can be used in order to plan for a negotiation session. The planning process involves a seven-step process that covers setting out the goals for the negotiation, gathering some facts (what we call building a database) and then analysing the data to uncover key issues. Once this has been done specific targets can be set and the plan for the face to face meeting developed.

Setting the scene

This aspect of the course involves covering all the administrative arrangements that relate to the negotiation meeting e.g. agreeing the agenda for the meeting, considering our opening position, briefing the team etc.

The BMC 'Deal Making' Meeting Process™

To run the actual face-to-face meeting we use a four step process described by the mnemonic '**deal**'; where each letter represents a stage in the meeting:

Draw the logical levels diagram (using the logical levels system to explore the topics for discussion)

Explore possible deals (make proposals and give & receive concessions)

Agree the closing position (agree the formal contract and get the main points of the agreement in writing)

Look at the actual results (monitor how the contract is actually implemented over time)



Dealing with dirty tricks

Understanding the most common tricks, ploys, gambits and 'try ons' that are used by unscrupulous negotiators and discovering methods for countering them.

Breaking deadlocks

Delays kill deals, so here we look at methods for keeping the momentum of a meeting going when things get bogged down or disagreement starts to cause tension and distrust. These range from the use of simple tools such as 'time out' to the more powerful (but riskier) "negative consequences" counter.

Feedback

Numbers are limited to twelve per course to maximise participation in the programme. Each participant is given a detailed assessment of their presentation, selling and negotiation skills, which is prepared by their peers. Completing the BMC assessment checklists is not only valuable to the person receiving the feedback, it also helps those completing them to gain an in-depth understanding of the building blocks that make up an excellent sales performance.

Contact

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