

### COMPETENCY MAPPING: FEAR - THE ART OF SELLING ®

The various components of our sales training course 'Fear - The Art of Selling ®' have been mapped across to a number of important core competencies. The sales course's components are also reinforced through effective adult learning techniques including role play activities, templates, scripts and a range of interactive class activities:

Competency	Relevant module(s) 'Fear - The Art of Selling ®'	Sample course components
Customer Focus	Unit 4 – Relationship Skills Unit 5 – Investigation Skills Unit 6 – Development Skills	<ul style="list-style-type: none"> <li>• Identifying the roles &amp; responsibilities of the 'decision making unit'</li> <li>• Understanding the reasoning behind buyer behaviours</li> <li>• Using specific sales techniques to communicate more effectively depending on your customers' different learning styles</li> <li>• Q-selling ® – an effective sales questioning technique</li> <li>• Developing long term customer relationships</li> </ul>
Listening	Unit 4 – Relationship Skills Unit 5 – Investigation Skills	<ul style="list-style-type: none"> <li>• Becoming a better listener and using non-verbal communication techniques to speed up the rapport building process.</li> <li>• Reading non-verbal cues such as body language</li> <li>• Uncovering the needs / problems of your customers using effective questioning &amp; listening techniques</li> </ul>
Negotiating	Unit 7 – Negotiation Skills Unit 8 – Closing Skills	<ul style="list-style-type: none"> <li>• Using advanced negotiation principles &amp; tactics to achieve set goals</li> <li>• Understanding the basic principles of negotiation</li> <li>• How and when to use various negotiation tactics</li> <li>• Closing techniques – the facts and fallacies</li> </ul>
Composure	Unit 3 – Prospecting Skills Unit 7 – Negotiation Skills	<ul style="list-style-type: none"> <li>• Employing effective cold-calling techniques to turn rejections into positive outcomes.</li> <li>• Using rejection in a positive way</li> <li>• Limiting objections from arising and defending any that do with confidence</li> <li>• How to defend yourself against negotiation tactics used against you</li> </ul>
Ethics and Values	Unit 2 – Writing Skills Unit 3 – Prospecting Skills	<ul style="list-style-type: none"> <li>• Expressing honesty</li> <li>• Using professional integrity</li> <li>• Conveying credibility</li> <li>• Treating the 'gatekeeper' with respect</li> </ul>

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Perseverance	Unit 3 – Prospecting Skills Unit 5 – Investigation Skills Unit 6 – Development Skills Unit 8 – Closing Skills	<ul style="list-style-type: none"> <li>• Making follow up calls</li> <li>• Investigating your customers' needs by using effective questioning techniques</li> <li>• Obtaining commitment for a sale</li> <li>• Effective closing techniques</li> </ul>
Peer Relationships	Unit 1 – Planning Skills Unit 4 – Relationship Skills	<ul style="list-style-type: none"> <li>• Pooling resources within your team to develop case studies</li> <li>• Sharing customer testimonials among your team</li> <li>• Effective face-to-face communication skills</li> <li>• The different learning styles of individuals in your team</li> </ul>
Interpersonal Savvy	Unit 3 – Prospecting Skills Unit 4 - Relationship Skills Unit 5 – Investigation Skills	<ul style="list-style-type: none"> <li>• How to make a friend of the 'gatekeeper' and get connected to the right person</li> <li>• Working with your team to achieve a sale</li> <li>• Effective listening techniques and how to address your customers' concerns</li> <li>• Developing long term customer relationships</li> </ul>
Written Communications	Unit 2 – Writing Skills	<ul style="list-style-type: none"> <li>• Powerful writing tips</li> <li>• How to write prospecting / introduction letters that focus on specific members of the DMU and will prompt a positive response</li> <li>• Developing a personalized letter using supplied templates</li> </ul>
Presentation Skills	Unit 4 – Relationship Skills Unit 6 – Development Skills	<ul style="list-style-type: none"> <li>• Selling yourself</li> <li>• When and how to focus on features &amp; functions, advantages and benefits</li> <li>• Impact analysis and demonstrating the value of your product</li> <li>• Effectively presenting your product or service to obtain a commitment (role play activities)</li> </ul>
Priority Setting	Unit 1 – Planning Skills Unit 3 – Prospecting Skills Unit 5 – Investigation Skills	<ul style="list-style-type: none"> <li>• How to identify the 'approver', 'decision maker' and 'influencer'</li> <li>• Setting clear objectives for a sales call to qualify if a prospect is truly predisposed to buy from you.</li> <li>• Setting clear objections for a sales call</li> </ul>

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Organizing	Unit 1 – Planning Skills Unit 3 – Prospecting Skills	<ul style="list-style-type: none"> <li>• Developing a well researched &amp; thought out sales plan</li> <li>• Developing personalized 'MAP' and 'VIP' templates</li> <li>• Creating a data base tool for prospecting</li> </ul>
Time Management	Unit 1 – Planning Skills Unit 3 – Prospecting Skills	<ul style="list-style-type: none"> <li>• Knowing when, who and how to make a sales call to save time</li> <li>• How to use data bases to automate mailing lists &amp; telephone calls</li> </ul>
Conflict Management	Unit 7 – Negotiation Skills	<ul style="list-style-type: none"> <li>• Understand your own personal power and how to use it</li> <li>• Limiting objections from arising from your customers</li> <li>• Using proven methods to diffuse conflict and steer the prospect in another direction</li> </ul>
Drive for Results	Unit 6 – Development Skills Unit 8 – Closing Skills	<ul style="list-style-type: none"> <li>• Using logical questions to turn a customer's need / problem into an action item</li> <li>• Obtaining commitment to a sale</li> <li>• Closing a deal and starting a long term business relationship</li> </ul>
Business Acumen	Unit 1 to Unit 8	<ul style="list-style-type: none"> <li>• Identifying your product or services advantages, features, and functions</li> <li>• Clearly defining and articulating 'value statements' that communicate the tangible &amp; in-tangible business benefits that your product, service or solution delivers to a prospect.</li> <li>• Employing effective cold-calling techniques to turn prospects into a positive sales outcome.</li> <li>• Improving sales effectiveness: <ul style="list-style-type: none"> <li>▪ Growing the sales pipeline</li> <li>▪ Increasing gross revenue</li> <li>▪ Producing more consistent sales numbers</li> <li>▪ Improving profitability (minimize price erosion)</li> <li>▪ Maximizing deal size</li> <li>▪ Improving competitive win-rate</li> </ul> </li> </ul>