

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

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

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