

# SALES TRAINING

## Fear – The Art of Selling ®

The following document outlines the learning outcomes you can expect to achieve by attending our sales training program:

- Unit 1: B2B-301A / Planning Skills
- Unit 2: B2B-302A / Writing Skills
- Unit 3: B2B-303A / Prospecting Skills
- Unit 4: B2B-304A / Relationship Skills
- Unit 5: B2B-305A / Investigation Skills
- Unit 6: B2B-306A / Development Skills
- Unit 7: B2B-307A / Negotiation Skills
- Unit 8: B2B-308A / Closing Skills

The course is suitable for novice + experienced sales professionals, sales managers and small business owners.

There are over 500 pages of detailed practical notes and exercises included in the handouts.

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## **Unit 1: B2B-S301A Planning Skills**

This unit covers the development of customized templates to assist participants prospecting for new business.

### *Learning Objectives*

- Identify the roles & responsibilities of the DMU
- Identify the interests of the DMU
- Develop your own unique and customized MAP template
- Define your product, service or solution's tangible & intangible added value
- Create an added value impact statement
- Develop your own unique and customized VIP template
- Define your product, service or solution's advantages, features & functions
- Create a range of impact statements
- Develop your own unique and customized AF<sup>2</sup> template

### *Summary*

Planning is an essential part of the sales process and developing personalized MAP, VIP & AF<sup>2</sup> Templates will:

- Save a lot of time being wasted talking to the wrong people
- Provide a summary of your ideal prospects must have attributes
- Provide a summary of your tangible & intangible added value
- Provide a summary of your product, service or solution's advantages, features & functions
- Assist with the creation of attention grabbing written marketing material
- Guide you towards more prospects who are truly predisposed to buy from you
- Empower you with knowledge that your competitors don't have

## **Unit 2: B2B-S302A Writing Skills**

This unit covers the development of introduction letters to further assist participants prospecting for new business.

### *Learning Objectives*

- Incorporate powerful writing tips into future correspondence
- Develop powerful impact statements
- Understand the underlying structure of introduction letters
- Write an introduction letter with an approver focus
- Write an introduction letter with an influencer focus

### *Summary*

As a minimum your introduction letter needs to:

- Introduce your product, service or solution
- Gain the interest of the recipient
- Establish yourself as an authority figure or trusted advisor
- Create a sense of urgency

### **Unit 3: B2B-S303A    Prospecting Skills**

This unit focuses on building a sales pipeline by learning how to effectively use a variety of database tools, deal with gate keepers and make cold & follow-up calls.

#### *Learning Objectives*

- Create a simple database tool for prospecting
- Automate the dialing of phone numbers
- Source direct mailing lists
- Work more effectively with Receptionists & PAs
- Track down personal email addresses of prospects
- Improve your strike rate scheduling prospect meetings
- Handle Voice Mail in an affective manner
- Use rejection in a positive way

#### *Summary*

- Prospecting is the most important stage of the sales process
- Gate keepers are a valuable source of information and need to be treated with respect
- The objective of your initial follow up call is to secure a face-to-face meeting and not to pitch / sell
- Knowing when, who and how to call more effectively will greatly improve your success rate
- Use your MAP, VIP and AF<sup>2</sup> templates to help with your prospecting!

#### **Unit 4: B2B-S304A    Relationship Skills**

This unit focuses on building rapport by understanding buyer behaviours, learning styles & sales techniques, enhancing listening skills and face-to-face communication.

##### *Learning Objectives*

- Better understand the reasoning behind buyer behaviour
- Use this knowledge to your advantage
- Identify a customers preferred learning style
- Use specific sales techniques to communicate more effectively with the different learning styles
- Become a more effective listener
- Build stronger rapport

##### *Summary*

- Customers buy from salespeople because they like, respect and most importantly trust them
- Buying decisions are based on both logic and emotion
- FEAR is a very powerful emotion and needs to be removed from the prospect's mind
- Communicating with visual, auditory & kinesthetic learners in their own mode of learning is a effective sales technique
- Only 20% of communication is fact (verbal) with the other 80% being emotional (non verbal)
- Super salespeople are able to match & mirror their client's movements which allows them to build a high level of rapport and make selling seem effortless!
- Once two people are in high rapport, they will do almost anything to maintain it!

## **Unit 5: B2B-S305A    Investigation Skills**

This unit covers opening a call, qualifying a prospect and investigating their needs to uncover new sales opportunities.

### *Learning Objectives*

- Set clear objectives for a sales call
- Qualify if a prospect is truly predisposed to buy from you by using statistical questions
- Use problem questions to uncover needs / problems

### *Summary*

- The high pressure selling techniques used in single call low dollar value sales are ineffective & damaging in multi call complex sales
- Set achievable and clearly defined objectives
- Statistical questions should be used sparingly and are of no benefit to the prospect
- Problem questions uncover needs that must be further developed into action items for the sale to progress
- It's too early to offer a solution until the need / problem outweighs the cost

## **Unit 6: B2B-S306A    Development Skills**

This unit covers the further development of a prospect's needs, demonstrating your value proposition and how to obtain commitment to advance the sale.

### *Learning Objectives*

- Use emotional questions to highlight the seriousness of a need / problem
- Use logical questions to turn a need / problem into an action item
- Know when to demonstrate value to a prospect
- Know whether to focus on features & functions, advantages or benefits
- Obtain commitment to advance the sale by asking leading questions
- Clearly identify possible outcomes

### *Summary*

- Emotional questions highlight the seriousness of the situation
- Logical questions build up the prospect's perception of value in your solution and help turn needs / problems into action items
- Tangible benefits have the greatest impact when demonstrating value
- Leading questions seek commitment from the prospect to advance the sale
- DON'T always try to be closing – let the prospect think they are in control

## **Unit 7: B2B-S307A    Negotiation Skills**

This unit covers negotiation principles, negotiation tactics, how to develop your own personal power and dealing with objections.

### *Learning Objectives*

- Understand the basic principles of negotiation
- Identify many of the common types of negotiation tactics
- Know how to defend yourself against tactics used against you
- Know which tactics you should use and when
- Identify the many different types of personal power
- Understand how to increase your own personal power
- Limit objections from arising
- Defend price objections with confidence
- Use proven methods to diffuse objections and steer the prospect in another direction

### *Summary*

- The best result in a negotiation is for you to win and let the buyer feel like they also won
- Negotiation principles are the fundamental building blocks to help you get what you want
- Negotiation tactics are used during the negotiation on an as needed basis to both lower your opponent's expectations and to gain a short-term advantage
- In negotiating, the person with the most influence or power will gain the most concessions
- If you try to demonstrate value before you turn needs / problems into action items, the prospect is likely to raise objections

### **Unit 8: B2B-S308A    Closing Skills**

This unit focuses on closing sales and is a culmination of the knowledge provided in previous units. Participants are given an opportunity to practice & demonstrate their newly acquired skills through a series of in-depth role plays.

#### *Learning Objectives*

- Plan a preliminary prospect meeting
- Conduct a sales call using the Q-Selling® selling methodology
- Plan a negotiation
- Conduct a formal negotiation using a variety of tactics & defending them as required
- Deal with objections raised in the meeting
- Close the sale!

#### *Summary*

- Closing techniques that work in small or simple sales have a negative affect in large or more complex sales
- Keep it simple!