

Sales Power Tools

Modular Learning

Listening Skills

- Barriers to effective listening
- Selective listening drill
- Fact-Finding exercises
- Identifying bad habits
- LISTEN acronym
- Advanced listening techniques
- Gaining commitment, closing the sale and providing next steps

The Close

- Direct closes
- Using silence
- Determining reasons for not buying
- Actions to keep you in the picture
- Summarize

Follow-Up/Maintaining Rapport

- The follow-up process
- Definitive action steps, dates and responsibilities (including the customer)
- Discussion: The Customer Retention Challenge
- Maintaining contact with current customers
- Success stories; valuable techniques/best practices

Maximum participants: 8

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Program Description

Customize your sales programs with Power Tools; quick half-day hits based on the challenges faced by your team! Combine these 2 to 4-hour modules as you need or add them to a full-day sales seminar for added impact. Because our sales courses are designed by salespeople for salespeople, we know you want emphasis and skill improvement exactly – and only – where you need it.

Intensive formats and interactive exercises will put flexible, real-time needs assessment skills to work, with peer and instructor critique.

Sales Power Tools include the following modules:

Advanced Probing Skills

- High-Gain questions
- What do we get.. what do we miss?
- The key: ammunition for post-call phase
- Finding the Hot Buttons
- Exploring Needs
- What to Avoid
- Diagnosing and clarifying vague problems

Leveraging Your Expertise; Your Role as Problem-Solver

- General discussion of business and needs for network/resources
- Fulfilling needs vs. selling something
- Developing Statements of experience:
 - ✓ Personal experience
 - ✓ Corporate experience
 - ✓ Industry experience

Exploring consequences

- “What if questions” based on widening the gap between current and choice states of business
- Consequence areas:
 - ✓ Cost
 - ✓ Quality
 - ✓ Productivity
 - ✓ Reliability
 - ✓ Personal/Political Impact