

Benefits Selling Workshop

Overview

Selling is a structured process. The more you feel at ease with the sales process, the more you increase your chances of success when partnering with the customer. The B2B and B2C selling processes may be quite different while the essential techniques to sustain the process remain identical. Adopting a clear and comprehensive selling process also provides the sales management with a common vocabulary that eases communication and decision making.

Purpose

This workshop is designed to provide commercial representatives the necessary tools in order to reach their commercial objectives.

Workshop Topics

- What is the environment you are operating in and who are the customers?
- How to build the necessary trust?
- Understanding the influencer's situation and what their needs are?
- How to identify (easy part) or create (difficult yet valuable part) needs?
- Understanding what are the benefits for the influencers of the proposed solution?
- How to differentiate your offer from the competitors and make perceive the value of your offer?
- What are the key ingredients of a successful "sales" meeting?
- How to negotiate what is negotiable?
- How to react facing objections of price or any other?
- How does an account plan look like in order to facilitate the short "selling" moments?

Who should participate

Anyone directly or indirectly involved in the "sales" process: Sales reps, Account Managers, Sales Managers, Etc....

Methods

Participants learn through a combination of theory, discussion and interactive activities.

Workshop length

It is recommended that participants attend the two-day version of this workshop, which is also offered in a three-day extended version for specific application of concepts seen.