



Benefits Selling

STANDARD AGENDA (Most agenda's are adapted to your specific situation)

- 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?

PURPOSE

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.

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