

Advanced Strategic Selling Skills

(can be joined with Selling Customer Profit for Advanced session)

Overview

This program is designed for the professional sales person to successfully operate in the complex corporate world of today.

It teaches the salesperson **how to develop long term relationships** through developing organisational and personal win/win situations. This program will show the professional salesperson, how to succeed in a complex sale.

Objectives

The program has the following objectives to be achieved:

1. To recognise and understand the **relationship between selling skills and strategic selling**
2. To identify and **understand buyer roles** in relation to a curve and sales objectives
3. To know the methods of "unblocking" to reach the economic decision
4. To know the criteria of a **good coach**
5. To know the people who **are often mistaken** for coaches
6. To identify and understand **response categories** in relation to a current sales objective
7. To appreciate the concept of a win/win result in sales
8. To know how the **bottom line and client wins** works in relation to a current sales objective
9. To fully understand the structure and practical application of the **sales tunnel**
10. To know how to develop the **perfect customer profile**

Outline

BUYER ROLES

In every buying organisation there are four "buyer" roles: represented by either i or more persons

- The Economic Buyer
- The User Buyer
- The Technical Buyer
- The Coach

In any one organisation these roles can be held by two, twenty or more people. We define and explore in great detail how these roles operate, as they are one of the major keys to the program.

RESPONSE CATEGORIES

If the foundation of our strategy is knowing our key buyers, the next thing we need to know is how they feel about our product.

Sales people are asking their clients/prospects to make a change (to their product or service) and change often causes fear. Response categories looks at the different buyer roles and identifies their current receptivity to change, specifically the change you are proposing. Identifying buyer roles' response categories at times can become strategically very challenging, and therefore, we actively workshop this session with participants.

BOTTOM LINE AND CLIENT WINS

This session looks at how each buyer role can win both personally and professionally from your proposal. Building a relationship with any customer requires a wholisitic approach from an understanding that all people buy "emotionally." One of the greatest emotions to have on your side as a salesperson is that the prospect/customer likes you.