

Selling Skills



Tailored to Your Needs

Consultants & trainers in sales, presentations, negotiations and influence

Selling Skills

helping your client succeed

“Product pushers.” “Floggers.” They are everywhere and they are known by many names, most unflattering. They are sellers who present their products prematurely, before they have truly understood what is needed to make their buyer more successful, and often before the buyer is ready to think about a solution. These sellers are much better at talking than listening. Needless to say, the one technique they do not practice is Principled Persuasion.

When it comes to selling, Principled Persuasion means assuring that the buyer’s short and long term interests are the focus of everything the seller does. A principled seller works hard to understand the companies he sells to and to find ways to help buyers be more successful. He questions and probes persistently and smoothly to discover, explore and define the buyer’s needs before offering solutions. He is careful not to exaggerate in describing what he can do for the buyer. He is skillful in pointing out the superiority of his own solution vis-à-vis the competition, without ever speaking critically of competitors. He is tough but graceful.

The participants in our selling seminars become more consultative and client focused. They practice skills that make them principled, tough and graceful sellers. Those who already see themselves as consultants and solution providers will hone their skills and come away with concepts and models that will help them build on their skill base and experience. Newer sellers will learn key concepts and essential skills from the start.

Our selling skills seminars help participants:

- Create, play and manage key long-term relationships
- Quickly position and differentiate their company, so the prospect sees the value in meeting and working together
- Use a tough but graceful approach to probe for fully-developed and under-developed needs
- Present ideas and solutions in a way that ties directly to the client’s needs
- Listen to the client’s objections and be patient enough to ask questions before responding
- Probe to understand the buyer’s decision process and decision criteria
- Create strategies and action plans to win competitive sales
- Wrap up a sales call by gaining commitment to next steps

We make extensive use of role playing, taping and critiquing to move each participant to the next level of skill and productivity.



Selling Skills

selling skills seminars

Our selling skills training is most often delivered with the formats and content shown here. We tailor role plays and other skill building exercises to reflect the products, customers and marketplace of the seminar participants. When needed, we can create a totally new seminar with fully customized format and content.

SOPHISTICATED SELLING SKILLS

Target Audience

- Sales representatives and sales managers at all levels of experience

Overview

- Concentrates on the interpersonal skills needed to conduct productive sales calls with long-term, mutually beneficial relationships
- Focuses on the need to be consultative and client focused rather than product focused
- Typical format: three days, up to sixteen participants; highly experiential; extensive use of role plays which are audio taped and critique

Participants will learn...

- How to gain access to the right people
- Several ways to position and differentiate their company in the opening minutes of the call
- A method for questioning strategically, in order to uncover and then develop client needs
- How to present value-added solutions
- Why it is important to explore and clarify objections before answering them

- Probing techniques to uncover decision makers, decision processes and decision criteria
- How to gain client commitment to a next step

CUSTOMER RELATIONSHIP PLANNING

(Includes both Consultation and Training)

Target Audience

- Sales representatives and sales managers who handle large or complex account relationships

Overview

- If you have a relationship planning process in place, we will train participants to get the maximum value from it
- If you do not have a system in place, we will work with designated managers and sales representatives to create a relationship planning system based on your needs, customers and marketplace
- Typical format: consultation as needed, followed by a seminar of two days, for up to sixteen participants

Participants will learn...

- To research and write relationship plans with both short term and long term horizons
- To conduct Annual Plan Review meetings with clients
- To align their sales strategies with the client's business strategies
- By working on actual relationships, not hypothetical cases

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WINNING COMPETITIVE SALES

Target Audience

- Sales representatives and sales managers who have motivated buyers but face stiff competition

Overview

- Concentrates on the “back half” of the sales process
- Assumes the buyer is aware of the need and ready to buy
- Assumes the buyer has several capable suppliers to choose from
- Introduces the **Proactive Strategy Guide™**, a powerful on-the-job sales strategy tool for sales teams and individuals
- Typical format: two days, up to sixteen participants. Workshop approach requires participants to create strategies and action plans for real business opportunities

Participants will learn to...

- Probe to uncover decision makers, decision processes and decision criteria
- Build a matrix to compare strengths and weaknesses of all competing proposals based on buyers’ decision criteria
- Create strategies and action steps to respond to and alter decision criteria before the final decision is made
- Design a competitive presentation, shaped by the client’s decision criteria to make you look better than your competitors
- Explore, clarify and respond to objections

Other sales seminars

SALES CLINIC

- For senior sellers, this five-day, two instructor course involves extensive coaching of live and video-recorded exercises

EXECUTIVE DIALOGUE

- To activate stalled sales efforts or to gain access to the “C” suite, this course focuses on creating a strategy to get you in the door (or back in) and what to do next

SELLING TO VOICEMAIL

- For any seller who is frequently selling but rarely person-to-person. This course focuses on how to craft a message that will get you results, and delivering it in a compelling way

Transferring new skills to the job

To help assure skills transfer and productivity increases, we offer:

- Job aids to help participants use their new skills and insights on the job
- *Managers and Coaches Seminars* to help managers improve their own skills and coach the skills development of their team members and subordinates
- *Reinforcement Seminars* to provide periodic feedback and additional skill building for participants who completed one of our sales classes

Selling Skills

Direct quotes from the participants in our selling skills seminars:

<ul style="list-style-type: none">• This was, by far, the most informative, effective sales training I've ever had and will enable me to be even more productive.• After fifteen years of selling I realize we can all take a look at ourselves and improve on our selling skills.• Thank you. If I follow and use these techniques, I'll be more successful.• Now I have a foundation to begin my cold calling.• The Selling Style Analysis really helped me focus on how much talking I should / shouldn't be doing.• Good focus on increasing customer needs. It puts you in their position. Helps you to present yourself as a consultant.• It's important to get back to the basics on probing questions, especially the GAP Questions.• I like the aspirations reminder in GAP. It will help me get close with my personal needs and the goals of my customers.• Learning how to convert Potential Needs to Pressing Needs was probably the most important thing for me.• Best series of training I've ever had.	<ul style="list-style-type: none">• Background, GAP, Consequence and Value Questions: although I do some of this automatically, the exercise stressed the importance of these questions and importance of doing them thoroughly.• The CHAT approach will be a great help in objection handling, perhaps the most difficult part of my job.• Role plays using recorders are very effective. It allows you to hear yourself and lets you evaluate your approach.• Role Plays: good experience. It's safer to practice here than in front of the customer.• Particularly impressed by the instructor's encouragement following the various role plays and the enthusiasm in analyzing our performances.• The sales call planning forms and other takeaways are great tools – thanks.• I liked the Proactive Strategy Guide as a job-aid.• Instructor had a very good use of time and presentation of the subject matter.• Activities very conducive to participation and holding interest.• Instructor was great: funny but always on track and very knowledgeable. Solid experience showed.
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ZEHREN♦FRIEDMAN
A S S O C I A T E S

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