

Hands-on course , 2
day(s)
Ref : CIL

Participants

Anyone who wants to develop their sales mindset and/or understand the logic of a sales approach.

Pre-requisites

No particular knowledge.

Next sessions

Commercial for non-sales people

This hands-on course will allow you to adopt a winning sales mindset so you can monitor sales activity, collect relevant information about clients, and learn how a salesperson sees and manages the relationship with a prospect or client.

OBJECTIVES

Develop a sales attitude in order to better sell your solutions or your project

Forget preconceived notions about the selling approach

Master the phases and golden rules of a meeting focused on the needs and expectations of your contact/client

Argue in terms of the benefits and value added for your contact/client

Give a structured, dynamic presentation of your solutions

1) Adopt sales habits

2) Overcoming your obstacles

3) Discovering your counterparts' potential needs

4) Piquing your counterparts' interest

5) Develop a pitch

6) Speaking to an audience

1) Adopt sales habits

- Discovering what a sales mindset really is under the surface.
- The jobs of sales.
- Mapping each step of the client/prospect relationship.
- Learning to introduce yourself and make a contact. What to do when introducing your company.
- Learning to introduce yourself to a client: How it's different from a prospect.
- Offering your client a meeting plan.
- Observing, listening, asking questions, and rephrasing.
- Decoding your client's behaviors: Posture, gestures, voice, gaze, facial expression.
- Knowing your products and how to talk about them.
- Using listings to discover new prospects.

Workshop

Hands-on work Hands-on work Filmed exercises: Present your company and its products in one minute. Group debriefing.

2) Overcoming your obstacles

- Discovering your "limiting beliefs" in your sales approach.
- Taking a step back to show good judgment and objectivity.
- Handling the most common objections.
- Overcoming your fears: What steps to take.
- Transmitting your enthusiasm: Liking your product and believing in it, using constructive language.
- Observing your counterpart's behavior.
- The iceberg effect: Conscious and subconscious.

Workshop

Hands-on work Hands-on work Filmed exercises: Handle a face-to-face situation and transmit positive emotions. Group debriefing.

3) Discovering your counterparts' potential needs

- Mastering the art of asking questions during the meeting. Different types of questions.
- Asking questions during the discovery phase.
- Taking time to rephrase your counterpart's answers to verify and reassure them.
- Using centering, echoing, and summarizing when rephrasing.
- Learning to focus on your counterpart: Empathy and listening.
- Getting in sync with your counterpart, using the same language.
- Understanding different types of needs: Functional, rational, and psychological needs.
- Selecting ways to motivate the client: SONCAS.
- Discovering ways to improve the proposed product or service.

Workshop

Hands-on work Hands-on work Filmed exercises: Training for meetings aimed at discovering needs. Group debriefing.

4) Piquing your counterparts' interest

- Suggesting rather than confirming.
- Adopting the right posture to offer the products being sold.
- Finding a point of interest in the current situation.
- Parceling out information.
- Giving examples, drawing a picture with your words.

- Preparing for the next step, developing a transitional phase
- Stating your proposal.

Workshop

Hands-on work Hands-on work Filmed exercises: Practicing a face-to-face situation to pique a counterpart's interest. Group debriefing.

5) Develop a pitch

- Building a pitch with the SONCAS tool.
- Making use of the identified needs.
- Developing arguments that match the expressed needs: Selective argumentation.
- Knowing how to highlight your solution's strengths.
- Not denying weaknesses and using them.
- Listening to and accepting the client's objections. Responding without acting aggressive.
- Knowing how to conclude the meeting. Noticing positive signs given off by your counterpart.

Workshop

Hands-on work Hands-on work Behavioral simulation and practicing pitches: Develop a pitch for a product or solution and then give two arguments from SONCAS based on the needs expressed. Group debriefing.

6) Speaking to an audience

- Preparing the presentation's parts and preparing your materials.
- Learning to outline a sales presentation.
- Explaining the object, developing the content through description, announcing a plan, repeating the core message, concluding by summarizing.
- Making a presentation come alive. Stimulating the audience's attention.
- Understanding all types of psychological needs.
- Handling questions and contradictions.
- Making the question-and-answer phase effective and constructive.

Workshop

Hands-on work Hands-on work Give a presentation before an audience and manage its reactions. Group debriefing.