

Selling4Success: Momentum Selling



Professional selling for today's competitive business environment

What You Will Learn

- Understand the key role salespeople play in today's business environment
- Discover why people "buy holes" instead of "drill bits"
- Identify your Selling Style and how to interact with different customer types
- Learn the phases that define the sales and the buyer's process
- Learn new methods for prospecting
- Write and deliver a conversation starter that delivers results
- Participate in sales discussions based on your sales experience
- Improve your Visual, Verbal, and Vocal sales communication skills
- Learn a process for responding to tough questions and objections
- Work on sales exercises tailored to your role, company, and industry
- Avoid chasing bad business with effective qualification techniques
- Diagnose a customer's decision criteria with effective questions
- Recognize common objections and how to handle them before they arise
- Learn the importance of servicing a customer after the sale

Who Should Attend

- Sales Professionals
- Sales Support Personnel
- Customer Service Representatives
- Anyone interested in understanding the process of selling to customers

Course Duration

- 14 hours



The successful salesperson understands the true definition of selling...uncovering a prospect's needs, understanding the customer's criteria for making a decision and then using their professional communication and servicing skills to fulfill that need. Their success is always rooted in "how" they are selling. Momentum Selling is based on a proven sales process model which focuses on key communication skills and maps to the buy process.

Course Outline

- **Buying and Selling**
 - Why People Buy
 - What Customers Want
 - Selling Value
 - Features, Advantages & Benefits
 - Identifying your Selling Style
 - The Buyer Process
 - The iSpeak Sales Model
- **Prospecting for Customers**
 - Where to Find Prospects
 - Researching Prospects Online
 - Contacting Prospects
 - Conversation Starters
 - Dealing with Voice Mail
 - Using Email
 - Effective Prospecting Tips
 - Dealing with Gatekeepers
- **Understanding Customer Needs**
 - Needs and Decision Criteria
 - Communication Elements
 - Developing Active Listening Skills
 - Customer Signals: Red and Green Flags
 - Questioning to Diagnose
 - Types of Questions
 - Discovery Conversations
 - Important Questions to Ask
 - The Pursue or Withdraw Decision
 - Meeting Agendas
- **Presenting a Solution**
 - Customer Perceptions
 - Communication Factors
 - Using the Right Words
 - Remembering Names
 - Positive Service and Sales Words
 - Using Your Voice
 - Effectively Using Body Language
 - Responding to Tough Questions
 - Process for Handling Objections
- **Closing the Sale**
 - When to Close
 - Trial Closing
 - Final Closing
 - Completing the Sale
 - Interactive Situational Exercise
- **Servicing the Customer**
 - Importance of Servicing the Customer
 - Levels of Customer Service
 - Responsive C.A.R.E.
 - Customer Referrals
- **Implement to Improve**
 - Continuous Self Improvement
 - Satori Moments
 - Sales Commitments
 - 21-day Habits
 - Sales Resources and Tools

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