

Knowledge Based Sales Training

Introduction: Setting The Stage for Successful Outcomes

- ◆ Reinforcing Importance of Sales Role
- ◆ Key Elements of a Knowledge Based Sales Process
- ◆ Know Yourself: Understanding Social Styles
- ◆ Exercise

Know Your Client/Customer

- ◆ How and Why to Gather Key Company/Personnel information
- ◆ How to Capture Customer Information (Customer Map)
- ◆ How to Determine Key Customer Roles and “Buying Modes:
- ◆ Understanding the Customer Value Chain
- ◆ How to Connect to Customer Social Styles

Know The Opportunity

- ◆ How to Build Rapport with Clients
- ◆ Understanding Customer Needs (Company/professional)
- ◆ Targeting/Qualifying Business opportunities
- ◆ How Does the Customer Define Value?

Know Your Products/Services

- ◆ Developing Crisp Definitions of Offering(s)
- ◆ Articulating Relevant Value Propositions
- ◆ Capturing Key Features and Benefits
- ◆ Understanding Competitors Position within Your Customer/Markets

Delivering Sales Results

- ◆ How to Successfully Present Your Offering(s)
- ◆ How to Turn a “Rejection into an Objection”
- ◆ How to Successfully Negotiate to a Positive Outcome

Know How to Keep The Customer

- ◆ How to Manage Transition from Acquisition to Fulfillment
- ◆ Proper Ongoing Customer Communication
- ◆ Managing Customer Personnel Changes
- ◆ Managing Growth Expectations