


STRATEGON

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SELLING SKILLS - CREATING VALUE

Topics Covered

- Understand the sales function
- Understand the characteristics of effective sales people
- Identify the use of company and product knowledge
- Understand buying behaviour and motivation
- Convert features into customer benefits supported with proof statements
- Develop knowledge of market
- Use prospecting methods effectively
- Manage territory
- Obtain and plan for sale interviews
- Deliver effective sale presentations
- Effectively deal with customer objections
- Know and use some sale closing techniques
- Identify the factors of customer service

Who for

The program is designed for:

- Existing sales people
- Staff new to sales

Program Content includes

Day One

- Introduction
- What is Selling
- Selling Styles
- Sales Planning
- Buying Motives
- Product Analysis

Day Two

- Selling By Objectives
- Prospecting
- The Presentation
- Objections
- The Close

Day Three

- Communicating with the Buyer
- Territory Management
- Customer Service
- Case Study

The Rules of Selling have Changed

Most corporate buyers in today's market know as much about the sales process as sales professionals, and most consumers are alert to old-school selling techniques. They have their radar up. Stealth Selling is designed to assist sales professionals in getting under the radar of today's cynical buyers.

Use the New Tools

Using the latest communication tools, sales processes and behavioural science, the principles of selling have improved results for sales organisations in financial services, industrial products, telecommunication, professional services consulting, medical products sales and IT Systems.

The key behaviours we focus on in the Stealth Selling Approach are:

- Presenting your companies value proposition
- Selling at a more senior level to capture more value
- Advanced questioning skills to uncover business issues and product requirements
- The use of Implication Questions to turn business issue into Explicit Need
- Focusing on what the customer defines as value
- Key account sales plans for target and growth accounts

The program is designed to help your staff more effectively navigate their way through complexities of their accounts. Staff attending this program will leave with a plan to win 5 new target accounts, grow 5 existing accounts and put in place exit barriers for their top 5 retention accounts.

All Stealth Programs come with a 100% money back guarantee. If you are not totally happy with the outcomes of the program, we will refund your investment.