

SALES TECHNIQUES

Mastering the winning tools: 10 keys

Objectives

- Tools (behavior, speech) adapted to each step of the sale
- From the organization of your business prospect activity to customer loyalty.
- Business meeting is especially emphasized

Concerned people

- Every person brought to advise a customer in order to sell or to build loyalty

Knowledge required

Sales abilities

Duration

3 or 4 days. Possible to be individually coached.

Pedagogy & Practice

- Very pragmatic tools and playful pedagogy
- Lecture
- Experience shared with the participants
- Experienced situations study (from the participants or suggested)
- Simulated or filmed and then analyzed role-plays
- Cards handing out

Knowledge acquired

☞ **CONCEIVE – TARGET: Your action plans**

Tools: The Pareto method – EBCD Matrix – Account plan; Business action plan: Which actions by account?

☞ **CONTACT: Efficient phone calls**

How to build your phone script? – Behavioral traps to avoid and good attitudes to adopt – **Tools :** Write your phone scripts aimed at getting an appointment – **Overviews:** Call simulation

☞ **BEHAVIOR: Integrate your contacts' personality**

What is your behavioral style? – Discovering your interlocutors' style – **Tool:** the behavioral styles pattern

☞ **CONTACT: Start your face-to-face meeting**

How to immediately gain your customer's confidence – **Tool:** The COPA technique (Context – Objective – Plan – Agreement)

☞ **DISCOVER: The good discovery of your customer**

Perfectly identifying the needs and the purchase approach (Ex: timing, budget, etc.)
Tool: The Discovery Form – Meeting simulations

☞ **CONVINCE :** Sales pitches

How to structure arguments in order to be genuinely impacting?

2 Tools: Competitive & EBCD Matrixes

☞ **COUNTER: Dealing with objections**

2 techniques: Prepare OR (Objection Reply) – Put OCRE (Objection Cushion Reply) – Construction of tools and simulations.

☞ **CONTROL: Negotiation**

How to get prepared for negotiation? – **Tool:** Preparation table – How to lead the negotiation cleverly: 5 indispensable steps – Real-life working conditions: Role-plays

☞ **CONCLUDE: Win the decision**

Discover what slows down the decision – Detect the closing stage beginning– 6 techniques to facilitate the commitment

☞ **CAPITALIZE: Build customer loyalty**

The « bottleneck » technique – The « champion » technique?
How to efficiently use your personal network

☞ **Set up a personal action plan**

Self-analysis from the participants: strong/perfectible points.
Improvement objectives