

SERVICE SALES

MASTER THE SPECIFICITIES OF CONSULTING SALES

Service sales have their own specificities: complex needs and sometimes high stakes, numerous high-level managers, and often political decisions. The service quality's perception is more subjective than a product approach, so this approach has to make all the concerned interlocutors be self-confident.

Objectives

■ This training provides you with the most efficient methods, techniques and behavior tools in order to « sell value » and efficiently defend your profits.

Concerned people

■ Business executives and managers in charge of selling and negotiating services or complex solutions

Knowledge required

First experience in sales

Duration

3 or 4 days. Possible to be individually coached.

Pedagogy & Practice The « + »

■ Lecture
■ Experience shared with participants.
■ Experienced situations study (from the participants or suggested)
■ Simulated or filmed and analyzed role-plays
■ Practical tools creation

Know-How acquired



Designing your action plans

Which strategy should you carry out? The Pareto method applied to sales. Which actions by account? Adjust your means of prospect according to your interlocutors and stakes



Phone contact: know how to efficiently take an appointment

How to prospect in a “tough way” environment? (“Playing hard ball”) The 5 phone prospect script steps



Integrate your contacts personality

What is your behavioral style? – Anticipate your interlocutors' behavior kinds– How to use behavioral style in sales?



Establish confidence from the first contact

Efficiently present your company – Show your professionalism
Take control of the meeting: COPA technique (Context – Objective – Plan – Agreement) – Get a legitimacy, by using consultative sale



Diagnosing the customer's needs and complex stakes

Building an investigation plan: gather strategic information
Analyzing the decision network. Integrate the customer's logic: Opportunities and risks



Propose a « valuable » solution to convince

Involve the customer staff for the solution design
Your offer's advantages shown as value for the client



Negotiate and deal with difficult situations

The negotiation principles to reach mutually satisfactory compromises. Dealing with objections – Handling with tricky situations



Obtaining commitments

Detect the closing stage – Techniques to facilitate a commitment



Setting up a personal action plan

Self-analysis and participants' diagnosis: Improvement objectives