



School of Sales Excellence and Business Development

Contents

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Course Director**Error! Bookmark not defined.**

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School of Sales Excellence and Business Development

Solution selling in the Business to Business marketplace.

Overall Description:

For those selling in the business to business environment there are a number of challenges that include:

- Commoditised market place
- Increased competition
- Price contagion
- Blurred lines of differentiation

This course focuses on the skills needed to tackle these challenges. The course led by an experienced global thought leader in selling, will assist delegates.

- Establish intangible value to support premium pricing strategies
- Design solutions based upon a partnership approach;
- Create pitches that leverage your competitive advantage
- Build relationships that create repeat business.

This programme has a number of key principles underpinning its design:

- The programme is holistic: it follows the whole cycle of building relationship from contacting new clients to up and cross selling
- The programme utilises leading edge research on how clients come to make buying decisions
- The programme is based on 15 years of global experience work. This programme has a number of key principles underpinning its design:
- The programme is holistic: it follows the whole cycle of building relationship from contacting new clients to on-boarding

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Day One

Creating the Value Advantage in the B2B Market Place

Session's aims: The nature of corporate selling is the more you push a product the more you de-value your offering. In this session delegates will be shown proven techniques on what creates value for the corporate client.

Topics covered:

- The difference between value and cost
- The intangible element of customer value
- Understanding the value equation: benefit vs price
- The difference between being a salesperson and a value merchant

Escaping the Price Driven Sale: Low value selling approaches will not work in this market place

Session's aims: We look at how the high value selling crucially differs from lower value selling and why "pitching" and price negotiation too early in this process will lead to greater price objections from the client... You will learn how to move price discussions further down the process.

Topics covered:

- The difference between high value and low value selling
- How not to be commoditized by your customer
- Negotiation and pitch only after value has been established
- Understanding cognitive dissonance in the price / value process
- Increasing average sales and solution value

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Selling in the Corporate Solutions: The Trusted Advisor / Consultative Approach

Session's aims: Using case studies and small group discussion, the differences between commodity selling and consultative selling will be drawn out. Research on buyer's wants from financial salespeople will be considered. Two themes of the course will be introduced: converting transactional customer to relationship based ones and the need to create momentum in the sales process.

Topics covered:

- What do corporate buyers want
- Financial selling compared to other types of sales
- Establishing yourself as a trusted advisor for your client's affairs
- The habits of successful managers

Creating and Expanding your Sales Pipeline

Session's Aims: Delegates in this session will become fully acquainted with all aspects of marketing to business clients. By the end of the session they will have received feedback on both their initial face to face and telephone communication skills. All delegates will also have filled out a customized marketing plan for their market.

Topics Covered:

- Self-generation of potential clients
- Lead generation for different financial markets: Reducing the disconnect
- Your initial benefit statement: why the first 30 seconds you meet someone is so vital
- Improving your impact in those first thirty seconds
- Making the first telephone contact

Understanding Client Psychology

Session's aims: Using some easy to apply techniques delegates will learn how to profile common client buying processes. Delegates will also evaluate their own selling styles and how this impacts their relationships.

- Analysing the social style of the customer
- Fast paced versus slow paced
- People versus task
- Amiable, analytical, driver, expressive

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Day 2

Effective Client Meetings

Session's Aims: Participants in this session will be given a tool to help them structure their client meeting so that it as effective as possible.

Topics Covered:

- The importance of preparation
- Guidelines for the beginning, middle and end
- Goal Implication Analysis – a technique to structure your meeting

What does the Client want: The Fact Find

Session's Aims: This session aims to assist those attending to understand basic sales psychology to assist them in identifying what motivates their client. Assessment will be made of current listening skills and advice given on how to improve them. All participants will be asked to role – play using different questioning techniques so they can get a deeper understanding of effective questions.

Topics Covered:

- The questioning phase
 - Questioning technique: the importance of “Open” questions
 - The different types of questions
- Sacrosanct questions
- Different Classification of Questions: Questioning: Open, Closed, Reflective, Leading and Assumptive

Advanced Questioning Skills that increase average client revenue

Session's Aims: One of the biggest mistakes sales people make is providing a solution to a client's implicit needs. This session looks at how you get someone to make their needs explicit so that their need becomes more tangible; the proposed solution more differentiated; the buying decision more urgent and the seller buyer relationship more partnership orientated.

The concept of motivating questions

- Situation questions – their uses and limitations
- Business opportunity questions – uncovering new business from clients
- Need reinforcement – secrets of selling financial services
 - Getting the customer to confirm their need
- Gaining client commitment in different countries and different cultures

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Case Simulation: Effective Questioning

- Delegates have time to prepare in pairs
- Each individual is given a set of client needs
- Pairs present back their solutions to the audience
- Debrief and discussion: what went well and what could have gone better

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Day 3

Effective Solution Pitching

Session's Aims: Credibly presenting your solution is vital if you are going to win the client. This session will give you a structure on how to enhance this crucial area.

- Organising the group pitch
- Rehearsing and structuring your pitch
- The differences between Features, Advantages and Benefits
- Creating a presentation that meets the Explicit Needs of the client
- Understanding the preferred sensory perception of your client and how to tailor your presentation to their preference
- Transactional vs. relationship style of client and how to personalise it to the customer
- Effective verbal and non-verbal behaviour to increase positive impact on client

Role Play: High Value Pitch Simulation

- Participants have a final opportunity to put the skills of the course into practice
- Delegates are observed undertaking a sales scenario
- Are they using the Questioning Structure? Are they using the other skills of the course?
- Group debriefs in small groups, using the second feedback sheet
- Personal action planning – a contract for further improvement

Closing the Deal

Session's Aims: Delegates will look at various ways to overcome resistance by the customer and also to present their solution to customer needs in the most positive way possible.

Topics Covered:

- Alternative ways of closing
- Overcoming Resistance

Effectively handling Objections

Session's Aims: Delegates will look at various ways to overcome resistance by the customer and also to present their solution to customer needs in the most positive way possible.

Topics Covered:

- Effectively reducing objections
- Dealing with price objections
- Dealing with apathy
- Dealing with sceptical buyers

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Creating Up-Selling, Referrals and Cross-Selling Opportunities

Session's Aims: It is always more cost effective to sell more to an existing customer than trying to get a new customer. How to create such opportunities will be reviewed and analysed.

Topics Covered:

- Strategies to up-sell
- Creating advocates
- Strategies to cross-sell
- Integrating the above and positioning them in your service offering

Knowledge Based Assessment

Participants will complete a short examination to assess the knowledge they have learned from the course.

Action Planning

Session's Aims: This session focuses on what learning each delegate will bring back to their business and how they will apply it to improve their learning.

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MIKE GALE

Mike's training focus is the five key factors that enable high performance in behavioural skills: Competence, Confidence, Credibility, Concern, Connection. These are the essential building blocks of the trust that underpins high quality customer relationships in banking.

Mike's career in Banking & Finance started with Standard Chartered Bank, Thomas Cook Foreign Money - Midland Bank/HSBC, where he initially developed new markets and client relationships with Financial Institutions in Spain and Portugal, before going on to build and manage teams to market Iberia, the Nordic countries, mid-Europe and finally the Middle East in a joint venture with the Bahrain Financing Company. Mike began his training and facilitation career with MHA International, a Sales and Marketing consultancy, before setting up his own practice focusing on communication skills in the Sales, Leadership & Teamwork and Customer Service arenas.

In 26 years his practice has worked with over 100 different organisations including the BBC, Vodafone, McKinsey & Co, Federal Express and even the US Navy. Current clients range from banks in Saudi Arabia, Kuwait and Bahrain to an international Swedish technology firm, a US global publishing company and a UK international property enterprise - these initiatives focus on sales, client relationship and account management and pitching skills.

As an associate partner over 6 years, Mike helped ENB Consulting (now part of Moody's) to become a successful worldwide bank training franchise, offering blended training programme for customer facing executives. He designed and delivered soft skill programmes, many blended with technical content to create strategic training programmes aimed at changing the client relationship culture within financial institutions. Clients included Standard Chartered Bank, Credit Suisse, Fortis, Rabobank, Commerzbank, Morgan Stanley, Deutsche Bank, RBS and Danske Bank.

In 1999 he was approached by Thorogood Publishing to write a book - The Sales Manager's Desktop Guide - which was published in July 2000. Mike is a keynote speaker on leadership, customer service, sales and personal effectiveness at many organisational conferences including annual events for the IOD, Fitness Industry Association, Assn. of Personal Injury Lawyers and Natwest Customer Service.

Mike is an accomplished trainer in leadership and management. He has designed & delivered indoor games related to teamwork/communication and facilitated Ropes Course events for team building and leadership development. Mike is also an accredited practitioner of The Insights Discovery Model and DiSC profiling. He has been coached in MBTi; and completed a Foundation in Transactional Analysis and NLP.

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