

Selling Solutions

OVERVIEW:

The aim of this course is to help sales people identify a prospective buyer's business problem, then to help the buyer solve the problem utilizing the solution outlined by the salesperson. This is a client-focused sales course that focuses on selling activities that involve direct contact with the prospective buyers organisation. Selling Solutions is a collection of methods that includes tools, procedures & techniques that help the sales team align their selling activities to the steps of a prospects organisation's process.

IDEAL FOR:

Sales teams selling B2B. Sales team will have some experience in the market and will be able to position their company's product or service offering.

YOU WILL LEARN EFFECTIVE WAYS TO:

- Build pre-call investigation scenarios
- Identify interest in problem solutions with your services or products
- Build the sales persons credibility with the client base
- Manage the purchasing steps of the client
- Monitor sales pipe line, and
- Use it to improve the sales Forecast

REAL RESULTS YOU CAN EXPECT AFTER THE PROGRAM:

- Better qualification of the sales prospect
- Purchase cycle will reduce with better opportunity management
- Improved accuracy in pipeline management by managing the funnel with latest tools.
- Significant improvement winning competitive selling opportunities
- Closer customer alignment, partnership and understanding

TOOLS:

Sales people will receive a comprehensive set of opportunity management templates and client analysis workbook including customer tracking and forecasting templates.

FORMAT:

2-day program, working in small teams, held in-house or off-site.