



## Curriculum Overview

# COMPREHENSIVE SELLING SKILLS



# Comprehensive Selling Skills: Curriculum Overview

Sales Readiness Group's Comprehensive Selling Skills is a consultative sales training program that provides sales professionals with the critical skills they need to become high performers. In **Comprehensive Selling Skills**, sales professionals learn how to identify the five-stage Purchase Process buyers go through when making purchasing decisions, and how to apply the appropriate selling skills and techniques at each stage of the corresponding Sales Process to close more business. Key skill areas include Prospecting for New Business, Call Planning, Developing Needs, Presenting Solutions, Managing Feedback, and Gaining Commitment.

## How Your Sales Team Will Benefit

- ▶ Fill pipeline with more qualified appointments
- ▶ Improve win rates
- ▶ Increase influence with buyers
- ▶ Create buyer motivation to take action
- ▶ Deliver compelling sales presentations
- ▶ Differentiate solutions from the competition
- ▶ Overcome challenging objections that block sales
- ▶ Avoid discounting

Comprehensive Selling Skills is a complete skills based sales training program that includes assessment, customization, engaging training, and ongoing reinforcement.

## Who Will Benefit

Comprehensive Selling Skills will benefit sales professionals, including account executives, account managers, inside sales representatives, and other professionals with sales responsibilities.

## Delivery Options

Comprehensive Selling Skills is delivered as a two-day workshop, and can be facilitated onsite, live online, on-demand or as part of a blended program. We also offer Train-the-Trainer for companies looking to license the Comprehensive Selling Skills program and bring it in-house.

### Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants. SRG can customize Comprehensive Selling Skills to any experience level.

# Comprehensive Selling Skills: Curriculum Overview

## Lesson 1 | Prospecting for New Business

### High-Impact Prospecting

- ▶ Understanding the two key objectives of prospecting
- ▶ Setting prospecting performance goals that tie to sales goals
- ▶ Leveraging LinkedIn
- ▶ Using 4-step prospecting process to book more appointments
- ▶ Handling resistance

### Action Planning

- ▶ Time management
- ▶ Developing a prospecting action plan

Sales Models	Tools
<ul style="list-style-type: none"><li>• Prospecting Funnel</li><li>• 4 Step Prospecting Model</li></ul>	<ul style="list-style-type: none"><li>• Prospecting Goals Worksheet</li><li>• Prospecting Call Planner</li><li>• Prospecting Action Plan</li></ul>

## Lesson 2 | Planning the Call

### Sales Call Model

- ▶ Overview of the five interacting stages of the Purchase Process buyers goes through in making buying decisions
- ▶ Understanding your corresponding five-stage Sales Process
- ▶ Aligning your Sales Process with the buyer's Purchase Process in the Sales Call Model

### Building Relationships Framework

- ▶ Using three steps for expanding your influence within an account
- ▶ Four techniques for quickly building rapport with buyers
- ▶ Developing active listening skills
- ▶ Practical tools to build greater trust with buyers

### Planning the Sales Call

- ▶ Guiding the buyer through the Openness stage of the Sales Call Model
- ▶ Analyzing the account
- ▶ Using “buyer-commitment” sales call objectives to move deals forward
- ▶ Opening the sales call to quickly build the buyer's interest

Sales Models	Tools
<ul style="list-style-type: none"><li>• Sales Call Model</li><li>• Building Relationships Model</li><li>• ABC Model for Planning the Call</li></ul>	<ul style="list-style-type: none"><li>• Sales Call Planner (Account Analysis, Objectives, and Call Opener)</li></ul>

# Comprehensive Selling Skills: Curriculum Overview

## Lesson 3 | Developing Needs

### Understanding Customer's Needs

- ▶ Guiding the buyer through the Focus stage of the Sales Call Model
- ▶ Identifying common business needs using the IMPACT model
- ▶ Understanding how buyer problems become needs

### Developing Needs

- ▶ Using five question types to develop buyer needs
- ▶ Understand how to sequence questions to uncover and develop buyer needs
- ▶ Help buyers visualize the benefits of making a change
- ▶ Defining needs of the buyer
- ▶ Qualifying sales opportunities

Sales Models	Tools
<ul style="list-style-type: none"> <li>• IMPACT Model</li> <li>• Developing Needs Model</li> <li>• Questioning Model: Context, Problem, Impact-Problem, Solution, Impact-Solution</li> </ul>	Sales Call Planner (Developing Needs)

## Lesson 4 | Presenting Solutions

### Sales Presentations

- ▶ Identifying four components of a strong sales presentation
- ▶ Differentiating your solution from the competition
- ▶ Proving your capabilities to a customer

### Benefit Statements

- ▶ Guiding the buyer through the Knowledge stage of the Sales Call Model
- ▶ Distinguishing between features, advantages, and benefits
- ▶ Connecting your solution to the buyer's needs
- ▶ Creating Persuasive Benefit Statements

### Value-Added Benefits

- ▶ Gaining a competitive advantage with Value-Added Benefits
- ▶ Identifying Value-Added Benefits you can offer customers
- ▶ Quantifying your Value-Added Benefits

Sales Models	Tools
<ul style="list-style-type: none"> <li>• Value Presentation Model</li> </ul>	Sales Call Planner (Presenting Value)

# Comprehensive Selling Skills: Curriculum Overview

## Lesson 5 | Managing Feedback

### Managing Feedback Framework

- ▶ Guiding the buyer through the Evaluation stage of the Sales Call Model
- ▶ Importance of asking for customer feedback
- ▶ When to manage customer feedback
- ▶ Three techniques for obtaining feedback

### Managing Negative Feedback

- ▶ Identifying your most common objections
- ▶ Preventing objections
- ▶ Understanding the root causes of objections
- ▶ Four-step model for managing objections
- ▶ Strategies and tactics for managing challenging objections

### Managing Positive Feedback

- ▶ Identifying positive feedback
- ▶ How to manage positive feedback
- ▶ Using positive feedback to expand the selling opportunity

Sales Models	Tools
<ul style="list-style-type: none"> <li>• ACAC Objection Model</li> </ul>	Sales Call Planner (Objection Handling)

## Lesson 6 | Gaining Commitment

### Gaining Commitment

- ▶ Guiding the buyer through the Decision stage of the Sales Call Model
- ▶ Techniques for overcoming reluctance to ask for commitment
- ▶ Knowing when to ask customers for a commitment
- ▶ Identifying positive and negative commitment signals
- ▶ Using the ASK process for gaining commitment
- ▶ Four styles of asking for commitment
- ▶ Conducting a post-call analysis

### Collaborative Negotiating

- ▶ Selling vs. negotiating
- ▶ Avoiding discounting in sales negotiations
- ▶ Identifying the sales professional's sources of leverage
- ▶ Strategically making trades to maximize value to the customer and minimize your costs

Sales Models	Tools
<ul style="list-style-type: none"> <li>• ASK Commitment Model</li> <li>• Negotiation Trading Matrix</li> </ul>	Sales Call Planner (Gaining Commitment)