

PITCH Selling Open Course Overview



PITCH Selling

How Can Salespeople Use a Consultative Approach, Focused on Meeting Customer Needs, When They Only Have Limited Interactions With Their Customers?

Carrying out a sales conversation that demonstrates true value needs subtlety and thought. Can this really be achieved when time is short? It can.

The PITCH programme uses research into shorter cycle selling environments (three interactions or fewer) to enable sellers to use a consultative, customer based approach even when their interaction time is limited.

PITCH improves conversion rates, revenue per sale (through add-ons and up-selling), and customer satisfaction.

We Help You to Address Issues Like These:

- “To continue to grow as a business, we need our internal sales teams to become order makers – not just order takers.”
- “Previous training programmes focusing on asking more questions just haven’t been effective. Our people need more than basic ‘ask open questions’ training, even on the shortest calls.”
- “Our sellers just push the technical specifications of our products, without explaining how they differ from our competitor’s products”
- “The proactive sales teams need to improve their skills at keeping prospects on the telephone – some are too pushy and some are not pushy enough!”

By delivering a set of essential skills that enable sellers to use a consultative approach with customers, whereby needs are uncovered and aligned with products and solutions that are effectively differentiated against those of the competition. We use tools to plan effective sales calls and to measure behaviour against researched best practice. Sellers improve over the course of the programme and develop their performance once back in their roles.

This will give you;

- improvements in conversion rates, delivering:
 - increases in new business acquisition
 - decreases in the length of sales cycles
 - improvements in revenue
 - lower cost of sale
 - higher profit.

Programme Overview

The PITCH Selling programme is appropriate for anyone involved in the sale of products or services where one to three interactions are needed to secure a sale and buying decisions are made by one or two decision makers. It will suit face-to-face and telephone based sellers, operating in either business to business or business to consumer sales environments, if they need a consultative sales approach that differentiates products and services against the competition, based on the customer’s needs.



If we want to justify a price premium, we really need to understand our customers' needs, to show that we can meet their requirements. Building relationships has been the basis of our success, our new questioning techniques are putting our customers and their requirements at the heart of the relationship from the very first meeting.

Oxford Innovation

Objectives

By the end of the programme, each participant will have improved their ability to;

- identify where their customers are in their decision process, and adapt their approach accordingly
- understand what motivates – and prevents – customers from making buying decisions
- use appropriate questions to identify customer needs
- identify the key differentiators for their products and solutions
- describe solutions persuasively
- structure their conversations effectively and adapt that structure appropriately
- plan and prioritise sales approaches
- carry out effective opening statements on prospecting calls.

Content

- Why customers buy – the stages of making a purchasing decision.
- Competitive differentiation.
- The PITCH model:
 - Presenting yourself: Prioritising prospects, effective call planning and persuasive outbound opening statements
 - Investigating needs: Clever questioning to uncover needs and buying criteria that align with differentiators
 - Tempting customers: Persuasive descriptions of how products / services meet customer needs
 - Commitment gaining: Attaining high levels of commitment, reducing and handling objections
 - Handing over: Positive call conclusion and next steps

Methodology and practical issues

The programme comprises input, exercises, discussions, roleplays and real world application. Participants work in small groups and pairs to practise applying PITCH behaviours to their own real world sales situations, and analyse their own skills against the PITCH behavioural framework. It is usually delivered by one Huthwaite consultant for a maximum of twelve participants.

Contact us

For latest information on dates and venues for PITCH Selling call us on +44 (0) 1709 710 081 or email open@huthwaiteinternational.com

For courses outside the UK, please visit our website for details www.huthwaiteinternational.com



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