

SALES CONCEPTS

Interactive Online Workshops

Workshops for the Sales Process Series:

Contact, Connect, and Communicate with Customers

Meet and surpass customer expectations their way. Customers and prospects have different expectations from salespeople. If treated the same, the salesperson is missing opportunities to move the process forward. This easy to use method teaches time-proven skills for recognizing these expectations and building positive relationships. Attendees learn a better understanding of themselves and other people, how to work with people in varying situations, and how relationships affect the perception of value.

Proactive Prospecting

Maximize opportunities. Develop and execute a prospecting strategy. We all know prospecting is important when it comes to generating new business and keeping our sales funnels full, but few of us do it. In this session, we evaluate what consistent, proactive prospecting is. Why it's important, and how to overcome what keeps us from doing it. We introduce an eight-step process for proactive prospecting.

Establishing Value

How do I secure business in a new world? Customers value different aspects of companies, products, and services. No single item universally establishes value in the minds of customers and prospects. In this session, we look at the four types of value and how they affect customers' perceptions. We assess sources of value and build questions to determine what customers value and how to quantify it. Salespeople can use this information to maintain margins and differentiate themselves in the minds of their prospects and customers.

Buying Influences

Develop a strategy to call on accounts at all levels. When developing a strategy for calling on an account, whom do you contact? What do you say when you reach these people? How do you gain commitments from these people? We emphasize the importance of penetrating an account at all levels by dividing an account into four buying influences: Economic Buyer, User or Worker, Technical Buyer, and Coach. We explore and discuss ways to address both the real and perceived risks of each influence.

Asking Questions and Qualifying

How will I discover new opportunities and know a prospect is valid? Ask the right questions – Know where you stand – Identify and confirm your assumptions. Nothing impacts the discovery of new opportunities more than the ability and skill to ask thoughtful, relevant, and insightful questions. In this workshop, we share a four-step process for asking impactful questions. We emphasize the importance of asking questions from the initial contact to the close. We review the barriers that keep us from asking questions with options to overcome them. We stress salespeople need to stop telling, stop assuming, and start asking questions.



Listening

No one ever listened themselves out of a sale! Assuming one can listen because they can hear is like assuming one can read because they can see. How does it make you feel when someone listens to you, really listens to you? Do you provide that kind of feeling for your prospects and customers, or anyone in your life for that matter? Actively listening to them shows how important they are to you. Listening creates trust and loyalty. Listening is a skill that can only improve with practice. In this workshop we evaluate what keeps us from listening at our peak efficiency and explore methods to become better listeners. Now the next time you will know when a customer looks back at you and says, "*Now where were we?*".

Overcoming Objections

What's in it for the Customer? – Respond to objections. To deal with objections effectively, we must understand where they come from and what causes them. Then we must understand how we react to them. In addition to the five basic types of objections, participants discuss the most difficult objections they encounter in everyday situations. We share a seven-step process for dealing with objections. We explore and discuss ideas to help participants respond when dealing with objections.

Selling Benefits

How can I ask questions to overcome objections? Salespeople typically sell what something is, customers typically buy what something does. This creates an inherent disconnect between salespeople and customers. Salespeople typically know and talk about, the features and advantages of their products and services. We stress the importance of discovering what these do for the customer. What is the benefit to the customer? This workshop is structured to demonstrate that customers are interested in the benefits applicable to them. Customers buy benefits. Understanding the benefit for each is imperative. The importance of asking questions to discover the benefit is stressed.

Closing

The six components of closing business. The close is a logical conclusion to an orderly sales process. We discuss the six critical elements of closing and how they impact your ability to win business. Closing can be difficult for salespeople when they have not earned the right to close. Ways for closing the Economic Buyer (the final decision maker) are reviewed and discussed. Natural closing at the end of the sales process requires proper positioning at the beginning of the process. We emphasize how closing should be a natural part of the sales process and not an awkward question or gimmick.

How to Register

To register for workshops and claim your NEMRA discount price, please contact the Sales Concepts team directly:

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