

Selling and Influencing

Optimising buy-in

What's it about

This programme is designed to formalise and build on any skills the delegates may have already; by explaining how to build a selling story in a compelling way, how to use data to gain a commercial advantage and how to plan for and overcome any objections which might arise along the way. It looks at how to persuade another party to follow your plan and how to adapt your story to different types of people and to motivate them to adopt the plan

Objectives / Outcomes

- To understand the business environment the delegate operates in
- To raise credibility and objectivity with knowledge of the 7
- To create a compelling story for the stakeholder/customer [internal or external] which will deliver a commercial edge

Approach

The programme is highly interactive and uses a combination of theory led facilitation and practical activities to try out new skills. The learning is supported by examples from the trade and the world around helping to challenge how the delegates think and facilitate a new behaviour competency. The learning is modular culminating in an opportunity to use a real life example from their day job to build a story and a presentation to a customer. Each delegate will ultimately present to the 'customer' in role play and the remaining delegates will evaluate the performance against a clear techniques scorecard

Target Audience

Primary Audience: Sales, Sales Managers, Account Managers, RSM's, Marketing

Secondary Audience: Anyone who has to persuade internally or externally; Sales Directors, Marketing Directors, Purchasing

Programme overview

Part 1: Group discussion about marketplace conditions and the difference between Good and 'World Class' sales. A look at 'Inter-personal styles' theory followed by an opportunity to test it practically along with a workshop on questioning and listening skills. A practical guide to a presentation structure encompassing customer needs, features to benefits, overcoming objections and closing, followed by the chance to develop a very specific presentation to a customer from the delegates own day job

Part 2: Individual role plays. The new skills are practiced by presenting to the facilitators whilst the rest of the delegates evaluate the presentation against clear criteria which test knowledge and aids embedding of the skills with tips and ideas to improve further

Logistics

2 day face to face workshop or 4 half days online
Maximum number of participants for class: 10