

High Impact Selling & Negotiating Skills

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”

- Michelangelo -

PROGRAM OBJECTIVES

Today's marketplace is highly competitive and every organization is looking for a larger and more profitable share of the market. In a challenging economy where the customer is king, how do you position the features and benefits of the products and services you represent in such a way that the customer will view you as a preferred choice?

This intensive, hands-on, activity-driven program teaches skills that boost sales and profitability through increased understanding and effective implementation of the selling process. It helps sharpen the selling skills of even experienced sales personnel, empowering you to take advantage of every sales opportunity and aggressively expand your business professionally. By providing you with a rigorous training environment, your active participation in our program will enable you to apply and sustain your learning to a point of forming winning habits. You will have the ability to create the greatest positive impact at every given opportunity when facing your customers every time.

High Impact Selling & Negotiating Skills focuses on the following areas:

- Discovery
- Engagement
- Negotiation
- Objection handling
- Presenting

LEARNING OUTCOMES

After completing the training, you should be able to:

- Close the sale with minimum effort and maximum results in revenue and profitability
- Create a loyal relationship between the customer and your company's brand and what it represents
- Maximize the effectiveness of every customer interaction
- Sell almost anything to almost anyone, every time

- Use various selling strategies to develop winning solutions for your customers

METHODOLOGY

To change your direction, shift your thinking.

However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

FRAMEWORK AND IMPLEMENTATION

Our unique experiential framework and implementation empowers you to:

Build and strengthen customers' relationship with professionalism

- Employ effective communication skills to different types of customers
- Enhance listening skills and powerful non-verbal skills
- Develop your personal unique selling style
- Gain commitment to purchase the product or services
- Identify origins of your selling behaviors and remove limiting beliefs about selling
- Implement beliefs that build confidence in selling
- Overcome objections effectively
- Present the product or services persuasively
- Sell with certainty
- Take action to develop a resolute selling mindset and ethics in encouraging the development of a brand-oriented selling culture
- Understand and employ the selling and buying process effectively

COURSE CONTENTS

Day 1:

Module 1: Engagement

- The Customer Relationship Dial
- First Impression tools
- Finding common ground
- Principles of influence
- Transition statements

Module 2: Being Effective In Customer-Centered Selling

- Applying learning in relationship building
- What others say and do and what is important to them
- What we do more of when selling to others
- What we avoid doing when selling to others
- Revealing our blind spots

Module 3: Discovery

- Discovery questioning
- 6 types of questioning
- 3 techniques in discovery questioning
- Active listening
- 6 techniques in active listening

Module 4: Selling Benefits

- The Needs Pyramid
- Matching needs with FAB
- Value Drivers
- Unique selling propositions
- Crafting effective sales conversations

Day 2:

Module 5: The Explore Stage

- Understand the context for negotiation
- Looking for ZOPA and NOPA
- Developing BATNAs

- Listening and questioning
- Identifying needs and priorities

Module 6: The Propose Stage

- Anchoring
- Managing expectations
- Defining objectives
- Breakpoints, Stretch Targets and Great Deals
- Move Plan

Module 7: The Counter Stage

- Tactics and defense
- Making counterproposals
- Compromise, Hold and Trade
- Using variables
- Unlocking values

Module 8: The Agree Stage

- Reaching an agreement
- Summarizing, confirming and re-confirming
- Logical vs acceptable
- The Law Of Constant Change
- Follow-up