

Value-Based Selling

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

You may have the most innovative solutions and possess the best knowledge of your products and services but if you cannot present its values and benefits effectively, achieving the outcome that you want will become a real challenge. Presentation of values and benefits is a powerful way to communicate your intentions and ideas to your target audience. They are great opportunities to transform the communication process from a passive perspective to a pro-active position. You can effectively use values and benefits selling of your products and services in a commercial context, as well as use the skills to persuade your audience to take a particular course of action, and even provide a forum for active discussion and exchange of ideas. Applying effective skills that emphasizes on values and benefits greatly enhance one's ability to do their job through the use of various strategies in business communication. Skills that focus on values and benefits are critical for today's sales professionals as they present an excellent opportunity to move away from the usual cost or price-based conversations.

This unique 2-day, activity driven program teaches skills that boost personal productivity and relationship building through increased understanding and effective implementation of the values and benefits selling process. 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 compelling desire to buy your products and services when you are presenting your points to your audience at every given opportunity.

Value-Based Selling focuses on the following areas:

- Features, Advantages and Benefits
- Objection handling
- Persuasion
- Question-fielding techniques
- Value drivers

LEARNING OUTCOMES

After completing the training, you should be able to:

- Close more deals
- Handle questions with confidence
- Overcome objections effortlessly
- Present your products and services persuasively
- Transform the process from selling to buying

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:

- Assess, evaluate and improve on the value of your products and services
- Build winning relationships with people
- Communicate clearly and persuasively
- Develop and present values and benefits professionally
- Employ effective presentation skills to different types of audience
- Empower your audience to take effective action
- Listen generously and question skillfully
- Overcome objections with ease
- Provide clarity in your message and open your audience to areas of new possibilities
- Receive and offer constructive feedback
- Use presentation tools effectively

- Work with powerful nonverbal communication

COURSE CONTENTS

Day 1:

Module 1: Engagement

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

Module 2: Discovery

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

Module 3: Crafting Effective Sales Conversations

- The Needs Pyramid
- Value Drivers
- Sell In / Sell Out models
- POI, POP and POD
- Unique selling propositions

Module 4: Value-based Selling

- Features and Benefits
- Linking with Advantages
- FAB selling
- Linking benefits to needs
- Persuasive language techniques

Day 2:

Module 5: Objection Handling

- Skepticism
- Indifference
- Misunderstanding
- Drawback
- The PLUS Model

Module 6: Closing

- Indicators Of Interest (IOI)
- Clinical techniques
- Emotional techniques
- Directive techniques
- Logical techniques

Module 7: Presentation Flight 1

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Module 8: Presentation Flight 2

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review