

Selling with R.A.P.P.O.R.T. Team-Accelerator

Aimed at: People new to B2B sales

Objective of the Session:

To rapidly help improve team member's ability to:

- understand the R.A.P.P.O.R.T. sales cycle framework (Research, Approach, Probe, Propose, Overcome Objections, Re-Propose, Take the Order)
- be credible (both virtually and physically)
- develop effective hooks and practical prospecting strategies to secure meaningful meetings
- develop and frame meaningful and relevant questions
- structure effective communications (both written and verbal)
- understand the difference between selling on price and selling on value
- overcome objections and learn how to approach negotiations
- forecast accurately

Competencies covered: Prospecting, Selling Value, Proposing, Forecasting

Solution structure and handouts:	<ul style="list-style-type: none"> • Pre-classroom App/Portal-based engagement activity • 3 x ½-day classroom-sessions (spread over 1-2 weeks) • 6 x "How-To" Yellowpapers • 12 months access to the Sales Gym 360 Personal Training App which is packed full of sales tips, assets, insights and refresher materials • 1 x full day role-play (including pre-work and on-the-day assessment) – typically takes place 2-3 following completion of the ½-day classroom-sessions • On-line competency assessment • Issuing of any earned competency badges (badges are valid for 12 months)
Typical elapsed duration:	4-6 weeks (the longer the period, the greater the chance of meaningful behaviour change)
Optional solution-enhancer:	Highly recommended multi-session 1-2-1 mentoring package to help embed the learning and reduce the time-to-value period
Investment:	Investment per head: £800 - £1,200 +VAT (minimum investment applicable)

Contact details: info@salesgym360.com / 0800 689 3936