

Guided Selling Skill

Background

The definition of “SALES” is the process to guide client to make decision and take action. The core of sales is to “CHANGE,” no matter the process of change is guided by client himself or us. There are tons of research regarding to the selling skill, decision making, neuroscience, NLP, and communication, which is the foundation of this training program.

The biggest mistake by most of the salesperson is to present, convince or closing client too soon. The mature salespersons they know how to guide clients go through the thinking and problem solving process, at the end to take action. “Guided Selling Skill” is to focus clients/customers’ mindset, to guide clients to realize how to solve their problem, and understand the value after problem solved. At the moment clients realized their challenges, then salesperson align the product/service/solution to customers’ challenge. Then, go through the negotiation process to reach the win-win result.

Sometimes clients will reject to answer the question posed by salesperson. In this program, will provide a set of skill how to put clients in the ready mode to reply the question accordingly. A salesperson can’t create the needs for clients, but salesperson can change the priority and ranking among the needs, then to increase the chance to win the deal.

There are many training program will provide many packaged video, case study from other industry and role play from other company. The intention is good, however the participants are hard to link the training activity to their daily jobs. In this program, all the skill demo, case study and role play are utilize participants’ own real case. We will suggest the participants to pick the next visit client in the training program as a preparation for their next sales call.

In this program, we will provide an A3 size “Sales Call Planner” (SCP) to help participants to plan the sales call. It will be a guide to help participant to call clients by the “Sales Call Planner”

Sales Call Planner

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Portion for Customization:

- Adjust the wording to match the participants' common wording
- Adjust the wording to match the participants' wording from CRM (ie., salesforce.com) system
- The layout of the "Sales Call Planner" could be modified according to the request

Learning Process

In the course, there will be involved with variety of activities to ensure the participants' learning performance, the learning process as below:

- Master the buyer's psychology and decision process, align the sales stage
- The corner stone of the sales success is "TRUST", to gain the trust from clients quickly
- How to do rapport and professional opening
- Guide clients into the ready mode for discover their needs and wants, and guide clients' perception of priority
- Storytelling how our product/service/solution to fix their problem or reach target
- Foresee the resistance and handle by different ways
- Close the sales call by the follow-up activity from both parties: clients and salesperson side

Benefits

After the course, participants will learn:

- Learn how to use "Sales Call Planner" as supportive tool for the preparation of the sales call. The sales manager could use the "Sales Call Planner" as supportive tool for the sales couch.
- Master the buyer's psychology, to learn how to identify stage and do thing differently.
- Gain clients' trust quickly.
- How to build up the rapport, and opening
- To put client into the ready mode for the guiding
- To guide clients to answer the question frankly and quickly
- To shape clients' needs priority to meet our competitive advantage
- To storytelling how we solve their issues
- Handle clients' concern and solved with effective manner
- To recruit clients to our internal salesperson
- How to close the deal

Guided Selling Skill

Module	Outline	Time (m)	Activity
Introduction	<ul style="list-style-type: none"> • Opening by host • Ice breaking • Ground rules • Overview of the program • Activity: What is the challenge? 	30	<ul style="list-style-type: none"> • Lecture • Small game • Group discussion
Module 1 Principle of the sales	<ul style="list-style-type: none"> • Objective: to learn the buyer psychology, and work on buyer's movement, not salesperson • The definition of SALES • 3 reasons to buy: improvement, pursue, risk-avoidance • Comparison of the traditional and modern model • The shift of focus from buyer's perspective • Sales process/pipeline management • Activity: customer's challenges 	90	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 2 Trust circle	<ul style="list-style-type: none"> • Objective: to gain the trust from clients are crucial, only proper skill can win the trust • Method to gain trust: experience, organization, recommendation, YOU • Listening skill: listening and questioning • 5 supportive phrases • Activity: <ul style="list-style-type: none"> - Practice the supportive phrases - Select potential client, to fill in the SCP 	45	<ul style="list-style-type: none"> • Lecture • Demo • Prepare script • Group discussion • Tool: SCP • 2 person role play
Module 3 Warm-up and Opening	<ul style="list-style-type: none"> • Objective: good opening can facilitate the sales call. How to setup a good sales call objective. • Warm-up and transition: How to pathfinding the link between clients and us? • Opening: How to do the opening properly • Stakeholders: find out the stakeholders who has the influence for the deal 	60	<ul style="list-style-type: none"> • Lecture • Demo • Prepare script • Group discussion • Tool: SCP • 3 person role play
Module 4 Guided discovery	<ul style="list-style-type: none"> • Objective: To guide clients' needs and wants to our competitive advantage • Identify our key strength: the capabilities are unique in the market, and valuable to clients • Types of question: Open and close question • Leading question: 3 leading question to put clients into ready mode 	180	<ul style="list-style-type: none"> • Lecture • Demo • Prepare script • Group discussion • Tool: SCP

	<ul style="list-style-type: none"> • Guiding question: Open, control and confirm • Activity: to design the sales script • To create the value of the challenges (Option) • Activity: To design the value question script • Activity: Role play 		<ul style="list-style-type: none"> • 3 person role play
Module 5 Storytelling	<ul style="list-style-type: none"> • Objective: Storytelling how we help clients to solve their challenges • The timing of storytelling • Link the product/service/solution • The steps to storytelling • Activity: Design of the storytelling, and role play 	150	<ul style="list-style-type: none"> • Lecture • Demo • Prepare script • Group discussion • Tool: SCP • 3 person role play
Module 6 Handle the Concern	<ul style="list-style-type: none"> • Objective: We will never be the only one supplier for clients. More preference from clients, more concerns followed. • Analysis the competition, and foresee the concerns <ul style="list-style-type: none"> - Activity: brainstorming the possible concerns from clients • Obtain the concern list: never solve the concern one by one, but at once. • Identify the benefit behind the concerns • Identify the concerns and handle them • Activity: role play on different concerns 	180	<ul style="list-style-type: none"> • Lecture • Demo • Prepare script • Group discussion • Tool: SCP, post-it • 3 person role play
Module 7 Win the commitment	<ul style="list-style-type: none"> • Objective: Close the sales call by the follow-up activity from both parties: clients and salesperson side • Transition to the agreement: the timing and skill • Conclude the overall benefit • Propose the next step, to guide client as our internal salesperson • Activity: role play on the skill or overall process 	45	<ul style="list-style-type: none"> • Lecture • Demo • Prepare script • Group discussion • Tool: SCP, post-it • 3 person role play
	Total training time		13:00
Break time : 15 min per am/pm Lunch hour : 1 hour			