

## **Psyche-Selling: How to Get into the Minds of Customers and Make the Sale for Industrial Solutions- 2 Days**

### **工业品的销售攻心术——2天**

#### The Concept 课程概述

One of the critical challenges for sales managers is that their sales teams rely too much on their past experiences and do not follow a reliable pathway to improve their sales conversion and win rates.

销售经理面临的关键挑战之一是，他们的销售团队过于依赖他们过去的经验，没有遵循可靠的途径来提高销售转化率和赢利率。

Having these concerns in mind, the “**Psyche-Selling™**” programme is created as a result of 1-to-1 coaching with sales people from a variety of industries across 13 cities in Asia.

销售攻心术就是针对对此类问题而开发的课程，它是一门建立在对亚洲 13 个城市各行各业销售人员所进行的“一对一”辅导的实践结果上。

The main focus include:

主要内容包括

1. How to follow and implement a practical and flexible sales pathway that can fit into most B2B sales scenarios  
如何遵循并实施一套实用且灵活的销售途径，以适应大多数 B2B 销售的情况
2. How to achieve a good balance between giving what the customer wants, and getting the results that your management wants  
如何在给予客户想要的东西和获得管理层想要的结果之间取得良好的平衡
3. How to optimize your time and other resources so that you improve your sales efficiency and effectiveness  
如何优化你的时间和其他资源，从而提高你的销售效率和效果

A pre-workshop Sales Map™ assessment will be issued to ascertain the strengths and weaknesses of each sales person throughout the sales cycle

培训前将发布 Sales Map™ 测评，以确定每个销售人员在整个销售周期中的优势和劣势

Sales-Map™ is an online test that measures your B2B sales skills in four stages: Prospecting, Meeting, Follow Through, and Negotiations. It works for B2B salespeople of any industry and level. With Sales-Map™ you can:

Sales-Map™ 是一项在线测试，可从四个阶段衡量您的 B2B 销售技能：探寻、会面、跟进和谈判。它适用于任何行业和级别的 B2B 销售人员。Sales-Map™ 的测试题目均为真实的销售场景，逼真生动，让您如身临其境。这些场景涵盖了销售工作中的各种情况，无论您销售什么产品，都能找到与之相应的题目。Sales-Map™ 将您的答案与专家组的答案进行比较。专家组由来自不同行业、地区和销售方法的顶尖销售人员组成。您的答案与他们的答案越吻合，您的分数就越高。使用 Sales-Map™ 您可以：

- Hire the best-fit candidates 招聘最合适的销售候选人;
- Train your current sales force 培训现有的销售人员;
- Find the strengths and gaps of individual salespersons and sales teams 发现个人销售人员和销售团队的优势和不足;
- Support coaching/ mentoring for salespeople 支持对销售人员的教练与辅导.

The assessment has 33 realistic sales scenarios that make you think. They are generic, so you can relate to them no matter what you sell. Sales-Map™ compares your answers to those of an expert group. The expert group has top salespeople from different industries, regions, and sales methods. The more your answers match theirs, the higher your scores. The test has 166 items with different difficulty levels. Some answers are easy, some need experience and training, and some have no best answer. These items make the assessment more challenging.

Sales-Map™ 的测试共有 166 个项目，难度各不相同。有些题目简单易懂，有些则需要一定的经验和培训才能答对。还有一些题目没有最佳答案，这是为了考察您的思维能力和应变能力。

This programme will be adapted according to the insights and cases shared by the client.

本课程将根据客户分享的见解和案例进行调整。。

**Programme Outline 课程纲要**

<b>Time 时间</b>	<b>Day 1 morning</b>
9:00 ~ 10:30	<p>Selling B2B: B2B 销售 :</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> What are the key differences in between selling products and solutions? 销售产品和销售定制的解决方案之间的主要区别是什么?</li> <li><input type="checkbox"/> The pathway of B2B selling B2B 的销售途径                             <ul style="list-style-type: none"> <li>o Prospecting 开拓</li> <li>o Engagement 会面</li> <li>o Follow-through 跟进</li> <li>o Negotiating 谈判</li> </ul> </li> <li><input type="checkbox"/> Reviewing your Sales Map™ assessment reports Sales Map™ 测评报告解读</li> </ul>
10:30 <input type="checkbox"/> 10:45	Break 茶歇
10:45 ~ 12:30	<p>Qualifying the right kinds of customers: 如何筛选合适的客户 :</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Understanding why customers buy and their mindsets</li> </ul>

	<p>客户购买与不购买的原因是什么</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> What are the criteria of good customers besides budgets and volume? 除了预算和单量以外，优质客户还需要满足什么标准?</li> </ul>
<b>Time 时间</b>	<b>Day 1 afternoon</b>
13:30 ~ 15:00	<p>Engaging with Customers: Opening and ending your sales call 销售沟通技巧: 如何开头与结尾</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> How to get appointments with senior level customers 如何让获得高级别客户的约见</li> <li><input type="checkbox"/> How to set up your next meeting at the end of your sales meetings 如何在销售会议结束时安排你的下一次会议</li> <li><input type="checkbox"/> Exercise: drafting your opening and benefit statements 活动: 拟定你的开头语及益处声明</li> </ul>
15:00 <input type="checkbox"/> 15:15	<p>Break 茶歇</p>
15:15 ~ 16:45	<p>Sales communication: Asking Questions: 销售沟通: 销售提问</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Why do you need to ask questions 如何提问以找寻客户的需求</li> <li><input type="checkbox"/> 5 key questioning techniques to find out hidden needs and gaps 5种提问方式以了解客户的隐藏需求及差距</li> <li><input type="checkbox"/> Exercise: Making a list of the questions to ask 练习: 给问题列一张清单</li> </ul> <p>Sales communication: Needs and gap analysis: 销售沟通: 需求与差距分析</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Role Play: Questioning Skills to uncover needs and gaps 角色扮演: 提问技巧对练以挖掘需求及差距</li> <li><input type="checkbox"/> Observing for positive/ negative signals 观察积极/负面的反馈信号</li> <li><input type="checkbox"/> Debriefing on Questioning role plays 提问演练点评</li> </ul>
<b>Time 时间</b>	<b>Day 2 morning</b>
9:00 ~ 10:30	<p>Storytelling your Solutions 用故事讲述你的解决方案</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> What is a solution if there are no specific problems to solve? 如果没有明确的困扰, 又何须解决方案呢?</li> <li><input type="checkbox"/> Matching the benefits and value of your solutions to the customer's problems 将您的解决方案的优势和价值与困扰客户的问题相匹配</li> </ul>

	<ul style="list-style-type: none"> <li><input type="checkbox"/> Elements of a sales story arc 销售故事弧的要素</li> <li><input type="checkbox"/> Using metaphors 使用隐喻</li> <li><input type="checkbox"/> Exercise: crafting your sales story according to a customer's needs 活动: 按照客户需求撰写你的销售故事</li> </ul>
10:30 <input type="checkbox"/> 10:45	Break 茶歇
10:45 ~ 12:30	<p>Telling Your Sales Story 叙述你的销售故事</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Share your sales story 分享你的销售故事</li> <li><input type="checkbox"/> Feedback and debrief for your stories 对您的故事进行反馈和汇报</li> </ul>
12:30 <input type="checkbox"/> 13:30	Lunch 午餐
<b>Time 时间</b>	<b>Day 2 afternoon</b>
13:30 ~ 15:00	<p>Evaluating Your Sales Meetings 评估你的销售会议</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Whom did you meet? 见了谁?</li> <li><input type="checkbox"/> What information was obtained? 获得了什么信息</li> <li><input type="checkbox"/> What needs can we fulfil? When? 我们能满足什么需求? 什么时候?</li> <li><input type="checkbox"/> Whom should we approach next? How? 下一步应该找谁? 如何进行?</li> <li><input type="checkbox"/> Case study 案例分析</li> </ul>
15:00 <input type="checkbox"/> 15:15	Break 茶歇
15:15 ~ 16:45	<p>Negotiating key objections 与关键反对意见进行谈判</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> How to negotiate with demanding customers 如何与苛刻的客户进行谈判</li> <li><input type="checkbox"/> Uncovering what else do the customer value besides price 挖掘客户除了价格以外, 还有哪些需求或想获得的价值</li> <li><input type="checkbox"/> Using the negotiations matrix for negotiations 使用谈判矩阵进行谈判</li> </ul>

DIRECTIONS

### Negotiations Matrix 谈判矩阵

#	Customers' Hot buttons 客户关注热点	Prospect's Weight 比重率	Us 我们	A 对手	B 对手	Discriminator 区别点
1	Specific Experience 相关经验	30	25	20	15	Positive: five identical projects in past year 优点: 去年做过5个相同项目
2	Budget 预算	20	5	20	15	Negative: we are bigger, and therefore more expensive 缺点: 我们规模大, 因此成本较高
3	Familiarity with Manager Named 对相关负责经理的熟悉度、关系程度	20	11	10	9	
4	Ability to Meet Schedule 能否如期完成	30	25	21	15	Positive: our two projects for this client both came in on time 优点: 我们为这个客户做的两个项目都如期交资
TOTAL SCORE 总得分		100	66	71	54	34

DIRECTIONS

Summary of Key Learning Points  
要点总结

Evaluation  
评估

## Tangible Outcomes 具体成效

### 1. Clarified Product vs. Solution Selling Strategies 明确产品与解决方案的销售策略

Why: Sales teams often confuse product-centric pitches with solution-oriented value propositions.  
原因：销售团队经常混淆以产品为中心的推销和以解决方案为导向的价值主张。

What Will Change: Participants will differentiate between transactional product selling ("features-first") and consultative solution selling ("problem-solving-first"), aligning their approach to customer pain points. This will reduce wasted efforts on mismatched pitches and increase deal closure rates.

将有哪些改变？学员将区分交易型产品销售（“功能优先”）和咨询型解决方案销售（“问题解决优先”），使他们的方法与客户的痛点保持一致。这将减少在不匹配的推销上浪费的精力，提高交易成交率。

### 2. Optimized Customer Qualification Framework 优化客户资格框架

Why: Over-reliance on budget/size criteria leads to pursuing low-fit clients.  
原因：过度依赖预算/规模标准，导致追求低匹配度客户。

What Will Change: Teams will adopt a multi-dimensional customer screening matrix (e.g., decision-making authority, strategic alignment, cultural fit) to prioritize high-potential accounts. This reduces time spent on unqualified leads by 30%+ and improves ROI on sales activities.

将发生哪些变化：团队将采用多维度客户筛选矩阵（如决策权、战略一致性、文化契合度），优先考虑高潜力客户。这可将花费在不合格线索上的时间减少 30%以上，并提高销售活动的投资回报率。

### 3. Structured Sales Conversation Blueprint

结构化销售对话蓝图

Why: Poorly framed openings/closings diminish meeting effectiveness.

原因：框架不佳的开口/闭口会降低会议效果。

What Will Change: Participants will master a repeatable framework for sales conversations.

将改变什么？学员将掌握一个可重复的对话框架。

### 4. Gap Analysis Question Bank

差距分析题库

Why: Surface-level questioning fails to uncover hidden needs.

原因：表面的提问无法发现隐藏的需求。

What Will Change: Teams will deploy 5 proven techniques (e.g., Socratic questioning, consequence probing) through role-play drills. This builds a shared repository of 50+ targeted questions to expose gaps like inefficiencies competitors overlook, enabling tailored solution positioning.

将发生哪些变化：团队将通过角色扮演演练，运用 5 种行之有效的技巧（如苏格拉底式提问、后果探究）。这将建立一个由 50 多个有针对性的问题组成的共享资料库，以揭示竞争对手忽视的低效等差距，从而实现量身定制的解决方案定位。

### 5. Negotiation Matrix for Non-Price Objections

非价格异议谈判矩阵

Why: Price-centric negotiations erode margins and miss latent value drivers.

原因：以价格为中心的谈判会侵蚀利润，错过潜在的价值驱动因素。

What Will Change: Salespeople will use a negotiation matrix to map objections to non-monetary trade-offs and identify "hidden" needs and pain-points

将发生哪些变化：销售人员将使用谈判矩阵将反对意见与非金钱权衡联系起来，并识别 "隐藏的" 需求和痛点

### Methodology 教学方法

This workshop consists of a lively series of short participative lectures conveyed using plain uncomplicated explanations. Learning will be facilitated through exercises and case studies. Ample seminar materials will be given to participants so that these will be a constant source of reference to them. Ample time will be allotted for group discussion.

本课程包含一系列生动翔实的参与性讲解，说明和解释通俗易懂，训练和案例贯穿始终，学员还会获得大量的讲座材料，作为日后的常用参考资料。讲座还将为小组讨论作出合理的时间安排。本课程让您能够把所学到的知识立刻运用在工作上。

### Who Should Attend 培训对象

This workshop is designed especially for Sales People, Sales Managers/ Supervisors who are dissatisfied with any training they have attended before, and want something that WORKS!

对自己此前所参加的所有培训均感到不尽如人意、期望获得具有实效、切实可行结果的销售人员、销售经理/总监等。

**DIRECTIONS****DIRECTIONS**