

For every sale you miss because you're too enthusiastic, you'll miss a hundred because you're not enthusiastic enough! *Zig Ziglar*

We call this program "The Psychology of Selling" because selling is a process involving the mind. A process in which we take prospective customers from "No thanks, it's not for me" to a place of "Perfect! How soon can I have it?"

This transition from resistance to awareness and finally desire, is brought about by asking the right questions, listening fully so we understand the answers given, building on those answers with further questions and finally, presenting a solution that is so well suited to the buyer's needs that it's almost impossible to say no. It's a process. It's powerful – and it can be learned

Designed for experienced salespeople seeking to become more consultative in their approach, this program will teach the principles of advanced communication, consultative dialogue and solution based selling.

Content

- The Customer Transition Curve
 - Desire to Buy Matrix
 - Moving from Commodity to Partnership
- The Tactics taught to professional Buyers
 - Budget bluff / Gentle touch / Better offer / Loyal to competitor
- Solution based Selling
 - Selling to your product strengths
 - The FOCUS[®] Advanced Questioning Model
- Winning competitor accounts
 - The 'Blank Piece of Paper' Technique
 - Techniques to enable frequent contact
 - Differentiation
- Improved Account Penetration
 - Networking and Relationship Management
 - The Top-Down approach
- Advanced closing techniques
 - 9 advanced closes and when to use them
 - Closing Quiz
- Pipeline Management
 - Pipeline Stages
 - Backward Planning

Duration 2 Days

