Value Selling

Overview

Recognizing that a sale doesn't take place in a vacuum, Value Selling is built on the premise that all decision-makers go through a predictable five-stage "Buying Process." By identifying the stage a decision-maker is in, the sales professional can help guide the decision-maker to a mutually beneficial decision by using a combination of consultative selling skills.

Content

- Building Relationships
  - The "Buying Process" and the "Sales Process"
  - The sales professional's role in adding value to the customer's business
  - The elements of successful relationships: addressing customers' business priorities, establishing trust, and listening.
- Planning the Sales Call
  - Pre-call Planning
  - Setting objectives for the sales call
  - Planning templates
- Identifying Priorities
  - Guiding the decision-maker
  - Effective questioning techniques
- Selling Benefits
  - Presenting features, and benefits
  - Effective use of sales aides
- Responding to Feedback
  - Understanding the decision making process
  - Obtaining feedback from the decision maker
  - Responding to negative and positive feedback
- Gaining Commitment
  - Assisting with decision making
  - Reading commitment signals
  - Methods for gaining commitment
  - Closing deals
  - Doing a post-call analysis

For Whom Intended

Sales representatives

Duration

2 days