

# Selling Advantage

## **Objectives:**

It's no secret that the sales industry continues to change and evolve rapidly; Today's buyers expect to be educated rather than sold, the focus now is on knowing how to guide buyers into making decisions that will reduce their pain and increase their joy and satisfaction. This puts more pressure on salespeople; they not only have to act as guides to their buyers, but also as coaches to insure they clearly identify what they need, and show them how to attain it.

This exciting and dynamic profession, although it is often underrated and misunderstood. The back-slapping, high pressure, joke-telling sales person has disappeared. In his place is a new generation of sales professional coaches: highly trained and well groomed, with the characteristics of honesty, trustworthiness, exceptional communication/negotiation skills, and competence. This workshop will help you learn how to be one of those smart sales professional coaches.

## **What Topics are Covered?**

- 1-Highly effective emotional intelligence techniques; to make sure that the sales professional is always aware of his/her emotional states, and know how to engage themselves in states that will maximize their selling performance, while also being aware of the buyer's emotional states and knowing how to engage them in positive states to facilitate their decision making for buying.
- 2- Exceptional communication and persuasion skills that will help the sales professional easily bond with their clients, clearly identify their needs and criteria for buying, and then guide them into making delightful decisions that will ensure the establishment of a long term profitable relationship.

## **Contents:**

### **Day One:**

#### **Module 1 (The New approach to Selling)**

- How The profession of selling has changed over time
- The new Approach to Selling (Coaching Clients)
- Why Clients are no longer Product oriented
- Why people buy
- Problem oriented selling Vs. Experience oriented selling
- Logical Vs. Emotional decision making
- Characteristics of top selling sales people (Brain Tracy Model)
- Taking your skills to a much higher level (From Good to OUTSTANDING performance)

- Coaching Conversations 101

## **Module 2 (Unleashing your Best Selling Performance)**

- Mind Psychology made easy (How our minds operate)
- Developing unshakable confidence
- Basic Presuppositions of persuasion and influence
- Setting higher Intentions for Selling (Going beyond Win/Win)
- Setting empowering Beliefs
- Eliminating fears and obstacles
- Accessing your Top selling internal and best performance states
- Getting into FLOW states

### **Day Two:**

## **Module 3 (Exceptional Communication Skills)**

- Developing Awareness of your own personality type
- Developing Awareness of the client's personality type
- Strengths and weaknesses of each personality type
- Developing flexibility in communicating with each type
- What attracts and persuades each type
- The 6 Principles of Persuasion
- Enhanced Non-Verbal Communication Strategies
- How to read others emotions through their body language
- Making memorable first and last impressions
- Know if your message is getting through
- When to be flexible and when to change your communication strategy
- Develop Rapport and Trust with anyone in less than 1 min

### **Day Three:**

## **Module 4 (Presenting your product with Influence)**

- The 5 step Sales NLP Model
- Analyzing exact needs
- F.A.B Model with a twist
- Eliciting criteria/Values for buying and decision making
- Influencing decision making
- Negotiation Tactics and Reaching Win-Win Agreements
- Gaining Commitment from Clients and moving forward

## Module 5 (Dealing with difficult situations)

- Profiling difficult customer types
- Diffusing Hot Heads easily
- Mastery of Handling complains and Objections
- Creating a lasting Impression and Follow Up

### What Will Participants Learn?

- Bring out and unleash the very best performance in you
- Developing exceptional communication and persuasion skills
- Develop your style, and strategy for selling
- Know How to Master Objection Handling
- Triple you closing ration and make more money

While many companies promise to deliver an incredible customer experience, some are better at delivering than others. This three-day course is designed around six critical elements of customer service that, when the company lives them, bring customers back to experience service that outdoes the competition.

### Language:

- The materials for the trainees will be in English.
- The language of instruction will be in Arabic / English.