SALES TEAM TRANSFORMATION CURRICULUM

Strategic Impact Selling Skills (SIS)

4-DAY In-Person Corporate Training Workshop (Part 1 of 2)

"Strategic Impact Selling Skills" is the foundation for Sales Team Transformation.

High performing sales organizations:

- Assess customer potential based on growth, cost, profitability and risk
- Boldly identify strategically important customers and build sales/service plans to drive results
- Understand their customers and anticipate their needs
- Develop business building strategies for customers, including product innovation based on a deep customer intimacy

The five stages of the "Strategic Impact Selling" process provide participants with strategies and tactics to elevate account management and drive sustainable sales growth.

The Strategic Impact Selling Skills Workshops

Phase 1 **Planning:** Customer prioritization, territory and account planning, time management

Phase 2 **Connections:** Personality behaviour styles, strategies to build rapport, first impressions

Phase 3 **Discovery:** Probing techniques, uncovering real needs, motivations and buyer values

Phase 4 **Recommendation:** Ability to articulate company solutions that demonstrate relevance to customer needs

Phase 5 **Commitment:** Strategies and tactics to close business

These workshops are highly interactive. The course content is learned through lectures, exercises and situational role play. All workshops are tailored to the company's specific business challenges and go to market tactics.

Interested in elevating your team's performance? Contact cindy.novak@clnetwork.ca

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SALES TEAM TRANSFORMATION CURRICULUM

SIS Workshop Module Overview

4-DAY In-Person Corporate Training Workshop (Part 2 of 2)

The "SIS Workshop Module Overview" is part of the "Strategic Impact Selling Skills" workshop.

Day 1: Planning

This module will explore:

- The attributes of an exceptional sales rep
- How your choices and habits impact your ability to be successful
- Time management – managing one's time is the key to achieving sales excellence and increasing face time
- The importance of sales planning
- The customer prioritization matrix by channel
- Customer sales plans – alignment to territory / business plan and product category plans
- Introduce client sales planning tools to establish a consistent approach to planning

Day 2: Connections

This module will explore:

- The importance of professional connections. Why does this skill have the greatest impact on sales success?
- How deep one's business relationships really are
- First Impressions – How are they created? How important are they?
- Personal Behaviour Styles – What are they? How to recognize them? How to tailor information and adapt to build connections?
- Current accounts to identify the buyer / stakeholder styles, level of influence and decision-making power
- Strategies to building professional connection - MMP (matching, mirroring and pacing), Values, Beliefs and Shared Experiences

Day 3: Discovery

This module will explore:

- Customer motivations, needs and directing values which impact decision making
- Planning for discovery
- The importance of using a meeting planner tool to help uncover customer needs
- Effective probing techniques (open & closed questions, advanced questions, the 3 W's, cluster strategies and the funnel approach)

This section will have a large selection of exercises and role plays that combine building professional connections and discovery skills. These exercises will be relevant to team development and industry dynamics.

Day 4: Recommendation and Commitment

This module will explore:

- Creating powerful recommendations which address customer's issues
- Leveraging the persuasive selling cycle to link solutions to customer relevance:
    - Features – specific to the client's products, services, programs, etc.
    - Benefits – what is in it for the customer
    - Evidence – types of evidence that can support the Feature and Benefit statements
    - Relevance – how to tie back to the business challenge or opportunity
- Understanding the journey to commitment
- Recognizing buying signals
- Asking for the business, assumptive closing mindset

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