



General Physics (UK) Ltd
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Extraordinary Client-Centred Selling

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Extraordinary Client-Centred Selling

Duration

2 days

Overview

A dynamic learning experience enabling professional sales people to connect with their clients for maximum results in challenging markets.

It is during challenging times that sales professionals require new ideas, reinvigorated approaches and quicker results. This programme is designed to uniquely achieve this for you and your business.

Skills Practice throughout and Personalised Action Plans to ensure learning is transferred back to the workplace with immediate effect.

Objectives

When you complete this programme:

- New clients will say “This is what I want!”
- Existing clients will be keen to demonstrate their loyalty to you and your organisation
- Sales flow more freely, especially in challenging times!
- You will be consciously more competent
- You will close sales more readily now!
- Clients will listen and act upon your suggestions
- You will have improved selling skills and stronger, longer-term client relationships and critically you will have the core skillset to deliver consistent levels of results, whilst your competition are left treading water



Agenda

1. Introduction to Customer-Driven Selling
2. The Essentials of Communication and an introduction to NLP in the selling world
3. Your Communication 'Filter' Profile – what it means to your approach with clients and how to flex your style for maximum results
4. Your Sales Process – a structure for consistent success to include appointment making and getting in front of decision makers
5. Critical questioning skills to identify your client's 'Map of the World' using innovative tried and tested '4C' approach
6. Identifying client buying signals and tailoring our message and our 'Unique Selling Points' so we stand out from the crowd
7. Answering Questions and Doubts
8. Closing the deal confidently, cementing the sale and getting the 'Yes'

Further Information

Having completed this 'Core' programme, we would suggest the sales professional attends the 'Advanced Extraordinary Client-Centred Selling' programme and the 'Successful Account Management in Practice' programme, dependent on their role and after a period of time in the field, practicing their new found skills.

Prework

- What are the key learning outcomes for the sales professional as well as those of their line manager
- Consider which 'type' of clients you find it 'easy' to influence and why, together with those you find it 'challenging' to influence
- What numbers are you achieving prior to the course, e.g. telephone calls to appointments made, appointments converted into sales

Recommended Reading

7 Habits of Highly Effective People - Stephen Covey
NLP at Work - Sue Knight

Knowledge Level

New to sales professionals, existing sales professionals who require a 'fresh' approach to the role, existing sales professionals requiring international industry standard sales training.