

ADVANCED SELLING SKILLS

MODULE 1. **CHALLENGES OF SELLING**

Today's sales professional is the recipient or beneficiary of the experiences of thousands of salespeople who have been observed and researched, along with their customers, by hundreds of researchers. This research has identified many traits and characteristics that can be copied and reshaped to your advantage. In this module, you will learn

how selling has changed over the years, what makes selling more complex and challenging and you will be introduced to the importance of building a "relationship" with your clients.

MODULE 2. **BEING THE BEST**

Over the last several years we have learned that personal traits, attitudes and habits have a significant impact on your success as a sales person. In this module you will be introduced to the habits and attitudes that are common to top professionals. You will review the 15 key determinants of success.

MODULE 3. **SELLING LIKE A PROFESSIONAL**

Selling today is a profession. To succeed today you must take a logical approach. By following the sequential steps taken by top professionals, your success can be predicted.

Focusing on resolving problems and customer concerns is critical. You must answer all their questions before a sale can be made. To sell at your best you must plan the parts and stages of the sale in advance.



MODULE 4. **POSITIONING STRATEGIES**

In life, perception is important. It is often not the reality, but the perception of reality, that determines how people see, trust and believe in you. In selling, perception is absolutely critical. One of Murphy's Laws is that before you do anything, you have to do something else first. What you have to do first, before you can get to the top of your field or begin selling extensively, is to consider how you can position yourself, your company, and your products and services relative to your competition. Everything starts with positioning. This module helps you identify who you are, what you do and what you want to do in your selling activities.

MODULE 5. **INFORMATION-BASED SELLING**

Our job in this program is to move you into the top 10% of salespeople in your field. This requires a dramatic expansion of the amount of information available to you to help your customers achieve their goals. This module covers the kind of information you need, and the sources you can use to become an industry expert and one of the most knowledgeable people in your field. The pay-off can be absolutely enormous to both you and your company.

MODULE 6. **PERSONAL PERFORMANCE**

In this program you learn many ideas on how to increase your sales. But the fact remains that it is not what you do but who you are that really counts in the field of sales. We have looked at thousands of careers of men and women in selling and have found that they are unique personalities who have spent extensive time developing themselves on the inside as well as learning sales skills on the outside. In this module on personal performance, you will receive a series of ideas on how to get the very most out of yourself, how to keep yourself up, to keep yourself positive, and to keep your self-esteem high. You will learn how to be motivated to rapidly progress toward joining the top people in your field.

MODULE 7. PROSPECTING FOR PROFITS

There are no great secrets in selling. The more people you see, the more sales you will make. The quality or profile of the people you see will determine the percentage of those people who will buy. Your ability to clearly identify the ideal prospect and manage your time to effectively meet more prospects, is directly proportional to the quantity and quality of sales you will make. The key to being a good prospector is to learn how to do it, and learn how to do it in an excellent fashion.

MODULE 8. THE HEART OF THE SALE

People are forced to make many decisions day-in and day-out. The basis of these decisions, on the surface, appear to be logical in nature, but exhaustive study and research have shown that emotions play a far greater part in purchasing decisions than most executives and salespeople realize. In this module we will review the emotions and motivators that cause people to take action. We will review Maslow's Hierarchy of Needs and see how it applies to selling.

MODULE 9. CONSULTING VS. SELLING

People buy to improve their situation in today's market with the choices available. These decisions are based on who best understands their particular circumstances. Positioning yourself as a consultant, a problem-solver, is critical to success. The first step in becoming a consultant is the diagnosis. The diagnosis requires excellent communication skills, an investment of time, and caring. In this module you will learn how to become a doctor of sales, how to position yourself as a consultant - a problem-solver.

MODULE 10. PARTNERING FOR PROFITS

There is an old saying, "The more you do of what you're doing, the more you'll get of what you've got." One of the definitions of insanity is doing the same thing over and over the same way, and expecting to get different results. What we talk about in this session is a paradigm shift, where you turn the kaleidoscope and take a look at yourself and your business in a different way. We will look at profit-improvement strategies and partnering for profit, whereby you will no longer see yourself as a vendor of products or services with features and benefits, but as a vendor of bottom-line profits. You will look at your prospect or customer in such a way that you always ask, "What can I do, or where can I help to increase your profits?" This session describes how you can be a partner-in-profit.

MODULE 11. INTERVIEWING TECHNIQUES

Your objective is to become a partner-in-profits, not a vendor of products. The recommended approach is the "doctor of selling" approach. To become a partner-in-profits you must first learn more about the prospects and their problems. You must first do a diagnosis. This module speaks to a logical and sequential way to prepare and interview your prospects. The focus is on listening. Remember, "no one ever listened themselves out of a sale."

MODULE 12. BALANCING LIFE AND WORK

We know that the inner game of selling — how you feel about yourself, what you think, your attitude — is more important than anything else in sales. It is the key determinant of selling success. This module talks about balancing your life; keeping you in a healthy state of mind so you can maximize your working hours while enhancing your personal life. Your happiness is a matter of making the right choices.

MODULE 13. GAP ANALYSIS

You have done your work, you have thought about your industry, you have positioned yourself, gathered knowledge, looked at your market, prepared yourself, approached, prospected and made an appointment. Now we separate junior salespeople from tenured professionals. In this module, you will focus on the gap between ideal and actual, real and desired. You will learn to identify opportunities for you and your product by helping the customer clearly visualize the gap that your product can narrow for them. The gaps are opportunities to increase productivity or decrease cost.

MODULE 14. BUILDING BUYING DESIRE

There is a logical sequence to selling effectively. First we must build rapport, then identify needs, and finally, present our solutions. The value of our solution dictates the ease of the sale. Building value through the identification of associated cost and then quantifying that cost is critical to your success. Your job is not only to boost value for your solution, but to intensify desire to take action and implement your solution.

MODULE 15. COMPETITOR ANALYSIS

One challenge facing all sales representatives today is the proliferation of competition. No market escapes for long. The challenge must be met head on. Your customers are not making decisions in a vacuum occupied only by you. They are bombarded by competitive messages; by direct and indirect competitors. Understanding your strengths and weaknesses in comparison to competition is essential. Knowing where to position yourself with respect to the client's buying criteria is critical.

MODULE 16. COMPETITIVE STRATEGY

In this module we come to the key to making major sales. competitive strategy. After the prospect is first convinced of the need to solve an identified problem, he or she will not usually make a quick decision based upon that first contact, but will look at what the competition is selling and compare in order to make the best decision. This module addresses how to implement a successful competitive strategy. In order to best differentiate your company, product, service and benefit from those of your competitors; in order to get the business and provide your prospective customers with the greatest benefit, a competitive strategy is essential.

MODULE 17. REDUCING RISK

There are two emotions that drive major sales — the desire for gain and the fear of loss. This module will focus on the fear of loss and how you must reduce the prospect's perception of risk. Once the fear of failure is reduced or eliminated and a clear need is identified, the sale is made. Your job is to build trust, support, and credibility, thus reducing risk.



MODULE 18. LEADING THE FIELD

Through this seminar we have covered the skills and abilities that you need in order to get to the top of your field in selling. Goethe said that, "before you have more you must be more." And we know by the Law of Correspondence that you cannot have any more on the outside than you are on the inside. This module covers how you can be the best sales professional, the best in your specific field, even some principles on how to be the best human being that you can be. The more you work on improving yourself on the inside, the easier it will be to form those critical relationships on the outside that lead to great success, great happiness and rapid career rise. This module stresses key personal developmental aspects to secure your membership in the top 10% and how to get there.

MODULE 19. POWER AND POLITICS

We know that in small sales, the amount of information you need and the number of client personnel involved may be limited. When you move into larger sales, more information is needed, more people are consulted. This module deals with the power and politics of larger sales and how they can be understood and properly handled to consummate the sale.

MODULE 20. PROPOSING AND PRESENTING

Presenting the proposal is the summation of your sales effort. It is where weeks or months of effort come together. It is the most important part of the sale. There is a sequence of steps that must be followed in order to maximize the influence your proposal and presentation have on the client. In this module, we will outline the elements of a proposal and discuss how to present it. The sale is made in this phase.

MODULE 21. HOLDING YOUR PRICES

The most attractive companies are not always the lower-price alternative. Price resistance is as natural as the sun rising in the east and setting in the west. It is how you handle price resistance that makes the difference. The only thing that is relevant is the value that the prospect receives. The purpose of this module is to develop your understanding of price resistance and give you specific methods for dealing with it.

MODULE 22. SALES NEGOTIATING

Selling and negotiating can seem similar but are in fact different. When you are negotiating, you have to be in a position to vary terms in order to get a sale. In negotiation, you are giving something away to get the sale. In selling you are using persuasion skills to make the sale. Part of selling is developing the desire to buy. In negotiations the desire exists but the terms must be altered to make the sale. This module deals with negotiating a sale that has been agreed to by both seller and buyer.

MODULE 23. THE END GAME OF SELLING

The job of a salesperson is to create and keep a customer. The most important thing you can do is business development. You are now approaching the topic which tests you the most in the field. the end game of selling, where the top 10% of salespeople shine. This session discusses many crucial aspects on how to ask for the order, get the order, and consummate the development of new business.

MODULE 24. THE NEW PARADIGM

Much of what you accomplish in sales is determined by the quality of your thoughts and feelings about yourself. Your thoughts and feelings are a reflection of the way you look at the world, your paradigm. This module looks at the importance of establishing the right paradigm. You must, as a salesperson, establish a paradigm that will keep you up, positive, and feeling like a winner.



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