

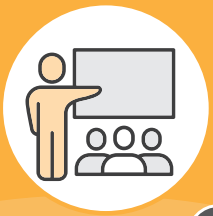
Consultative & Value-Based Selling, Development Programme

This modular development programme is designed for sales professionals and account managers who want to develop a modern approach to both winning new business and growing existing customer accounts.

Employing a consultative sales approach when engaging with customers allows you to really understand the needs of a business and how your products or services will add real value. We will explore how to conduct thoroughly professional sales meetings that focus on understanding how your client will use your products / service to grow and develop their business.

Understanding the importance of how you sell and not what you sell will be the underpinning theme of the course.

This development pathway follows our Present-Train-Present model which ensures we offer delegates the correct level of support and that we address the specific skills and knowledge that will have the greatest impact on behaviour and confidence.



Present



Train



Present

The programme can be adjusted / tailored to meet your specific requirements and fully reflect the markets / sectors that you are targeting and the full range of products / services offered.

A blended delivery format

All of our development programmes can be designed to include a mix of face to face and virtual delivery, either in small groups or by offering individual support depending on your preference.



Want more information or to build your own bespoke development programme?

Get in touch with one of our Learning & Development Managers to discuss a 'fit for purpose' programme for your business.

01623 409 824 | info@futureproof-training.co.uk

Consultative & Value-Based Selling, Development Programme - Delivery Structure

The following schematic offers a typical programme delivery structure however, we can work with you to create a 'fit for purpose' pathway for your business.

20-30 minutes to deliver a presentation (of their choice or on a topic selected for them)
30-minute discussion on personal development objectives



Finalise and agree the content and focus for each training workshop.

Delivery Formats
This programme can be delivered face to face, virtually or a combination of both, depending on the type of business meetings / presentations you deliver and your preference.

One to one coaching support (Optional)

60-90-minute coaching sessions that will allow delegates to deliver a 'Dry Run' and receive additional support and targeted feedback before presentation two.

Option A
- Individual presentations
Option B
- Presentation with an audience

Consultative & Value-Based Selling, Development Programme

Workshop Content

Workshop One ~ Consultative & Value-based Selling & Account Management

Duration: 1 day

Core development objectives covered

- Managing Keys Accounts
 - Using account information to identify new opportunities
 - Identifying different buyer types
 - Applying the 'Challenger Mindset'
- Selling v's Consultative Selling Skills
 - The skills of a 'Trusted Adviser'
- Identifying different customer types
 - Adapting your approach to maximise customer engagement
- Advanced sales communication skills
 - Unearthing the real wants, needs and expectations of the customer
 - The use of powerful sales language, voice, tone and pitch
 - Using your voice, tone & pitch to maximum effect

Workshop Two – Developing Value-based Propositions & Negotiation Skills

Duration: 1 day

Core development objectives covered

- Proposing value-based propositions
 - Articulating strong benefit statements
 - Demonstrating an understanding of the customer's need(s)
 - Presenting clear & well-structured solutions
- Selling against the competition
 - Differentiating from the competition
- Effective Negotiation Skills
 - Knowing when the negotiation starts
 - Controlling when the negotiation starts
- Preparing meeting strategy & tactics
 - Identifying key variables to trade
 - Knowing your strength in the transaction
- Handling difficult /challenging buyers
- Presenting strong win:win outcomes

Workshop Three ~ Managing Sales Meetings & Presenting with Impact

Duration: 1 day

Core development objectives covered

- Meeting & Presentation Preparation
 - Confirm the brief & customer expectations
 - Provide a clear structure / agenda if necessary
- Presentation Structure
 - Building your presentation around the needs of the customer
 - Writing strong opening & closing messages
- Communicating values-based propositions
 - Take your audience on a journey with you
 - Lead the audience where you want them to go
 - Creating your structure and presentation map
- Crafting the right story to illustrate your point
 - Story telling & neural coupling
- Winning body language
 - Communication & tone

- This development pathway follows our Present-Train-Present model which ensures we offer delegates the correct level of support and that we address the specific skills and knowledge that will have greatest impact on behaviour and confidence back in the workplace.



Presentation One (60 minutes, per person)

This creates the ideal opportunity to observe delegates deliver a typical business presentation and for us to assess the current levels of competence and confidence. Allocating 20 to 30 minutes to the presentation itself, the remaining time will be dedicated to discussing personal development objectives and highlighting any specific areas for improvement.



Training Workshop(s)

The information collated from presentation one allows us to design training workshops that are 'fit for purpose' and tailored to drive key business goals / values. Delegates will experience targeted development on the key topics and skills that will increase confidence and have the greatest impact in the workplace and on them personally.



Presentation Two (60-90 minutes per person)

This second presentation is focused on measuring the application of learning and giving delegates additional / targeted coaching support. Following each presentation there will be time for personal reflection and developmental feedback given by the Futureproof Facilitator. There are a number of different considerations regarding the brief for presentation two, please see below.

Assigning the Presentation Brief

- A. Foundation Level – If a person is new to a role or has limited experience delivering a sales presentation, you may consider asking delegates to select a presentation topic of their choice (including a non-work topic). This approach allows us to measure their presentation delivery skills without putting anyone under undue pressure to know the subject.
- B. Let the delegate choose a sales presentation they want to refine / develop.
- C. Issue all delegates the same sales presentation brief. For example, an introduction to your business, the products /service you offer and what value you bring, this will create an excellent opportunity to measure / benchmark application of learning.

Presenting with an Audience

- An optional element for presentation two, having a small audience of colleagues, a line manager and / or key stakeholders present, offers a healthy level of challenge and allows us to measure the delegates' ability to engage an audience and manage a Q&A session.