

Sales Burst

Two Days

I. Who are we?

- What is our competitive advantage?
- Who is our ideal customer?
- Which customer is “Fool’s Gold”?
- Tag lines

II. Who is the perfect customer?

- Who is the “ideal” customer?
- Who is a good customer?
- Besides the perfect customer...

III. Prospecting

- Mindsets and Techniques to make prospecting more efficient and profitable

IV. Prospecting Practice

- Role Play and Discussion

V. Communication Challenge

- Fun, Interesting, Challenging
- Teamwork is the only option!
- Promotes very positive interactions between employees

VI. Needs Analysis, Inquiry, Request for Quote

- Detailed analysis of “Needs Analysis”
- Why it is the “make or break” section of any sale
- Y’s in the road and Mini-Closes
- Non-Answer-Answers and how to handle them
- Are there any options?

VII. Inquiry Practice

- Role Play and discussion

VIII. Sales Discussion

- What do you think?

IX. Full Disclosure Selling

- Virtual VMI
- Don’t play “Battle Ships”
- Buy Cycles vs “What are you buying next?”
- Be a winner not a whiner
- Customers want and need partners

X. Full Disclosure Selling Practice

- Role Play and Discussion

XI. Closing

- Biggest Enemy – Biggest Fear
- What is the mental attitude of a Closer?
- Pre-work, making Closing easier
- Mini-Closes and their importance to the sales process
- Kiss Me or Slap Me, One shot, one kill and other attitudes used by professional Closers
- The turn around
- Closes that work
- A common, fatal, yet seldom identified, Closing mistake, and it's cure!

XII. Closing Practice

- Role Play and discussion

XIII. Negotiation

- Discussed
- Learned through practical application

XIV. Negotiation Game

- Concepts of negotiation discussed before beginning game, especially the concept of leverage!
- You must think ahead to win
- You must communicate to win
- You must be a player to win
- You must negotiate to win
- You must understand leverage to win
- You must understand timing to win
- You must be able to think clearly (and do math) under pressure to win

XV. Listening

- Telling isn't selling
- The Follow-Up Question – Key to Good Listening
- The "Throw Away" is never a Throw Away.
- What did you do this weekend?
- Piggy-Backing
- Our customer's communication style is a foreign language
- Listening, Learning and Closing

XVI. Review

***Sales Burst:* Goals and Results**

Salespeople will learn:

- **Their competitive advantage**
- **How to Prospect for Profitability**
- **How to turn “Needs Analysis” into Closing opportunities**
- **New techniques to Close more sales**
- **To solve the number one problem in Closing**
- **To solve the number two problem in Closing**
- **How to listen, what to listen for, and how to keep a conversation going**
- **How to sell customers as business partners**
- **How to stop selling as an adversary**
- **To negotiate effectively**