

Professional Selling – Module 1

Essential Sales Skills



Certificate No 5040



Essential Sales Skills

Essential Sales Skills is a two day programme that covers the core skills used by Sales Professionals, Relationship Managers, Business Executives and New Business Developers involved in '**Business to Business**' selling.

Essential Sales Skills is endorsed by the **Institute of Sales & Marketing Management (ISMM)**. Participants attending the programme have the opportunity to earn a certificate from the Institute.

The programme features a combination of presentation, debate, practical exercises and role play. Plus it provides participants with the opportunity to test their skills through TLSA's **Essential Sales Skills** computer based business simulation.

This document provides you with:

- **Programme Information**
- **An Agenda**
- **A Summary of Content**



Essential Sales Skills – Programme Information

1. Who is the programme for?

This challenging and interactive programme is designed for sales people in business to business sale roles who:

- Are new to sales and need to develop Essential Sales Skills
- Experienced sales people who need to refresh existing skills.

2. What are the programme objectives?

Essential Sales Skills has been designed to help participants to:

1. Understand the skills and qualities of a **Professional Sales Person**.
2. Discover the principles of **Personal Organisation and Planning**.
3. Develop 10 core sales skills through a sales model called the **Main Beam**.
4. Test the application of these skills through the **'Essential Sales Skills'** computer simulation.
5. Earn an endorsement from the ISMM, the UK's only professional sales and sales management institution.

3. How is the programme structured?

This programme structure consists of:

- **Workshop** – a two day workshop, the contents of which are detailed in this manual.
- **Field Project** – on completion of the workshop, you will be challenged to implement the content with an account, or accounts, of your choice.
- **Accreditation** – on completion of the field project you will be required to submit the results to TLSA who will assess your work. If you achieve the required results you will receive a TLSA accreditation which is endorsed by the Institute of Sales & Marketing Management, **'The ISMM'**.

4. What training materials are provided?

All participants receive a copy of the **'Essential Sales Skills'** manual, which is a thorough and effective resource. In addition participants have the opportunity to test their learning using the **'Essential Sales Skills'** computer simulation.

This is a unique approach to training that allows participants to test new learning. The simulation creates an engaging and competitive environment in which participants discover the impact that their decisions have on people and performance.

Essential Sales Skills – Programme Information

5. How is the Programme Delivered

The programme can be delivered by a TLSA Consultant or by your own training team. The choice is yours:

- **TLSA Consultant** – one of our team will deliver the programme at your chosen venue. Usually the consultant will visit you ahead of the programme to gain an understanding of your business, your people and your needs.

One of the USP's of TLSA is the quality of our training consultants. Our proposition is that each member of our team has a minimum of 10 years' experience with a 'blue-chip' organisation in sales, and preferably marketing, at director or senior executive level.

They are people who have proven careers through which they can share experiences and ideas with participants. We do not use textbook trainers.

- **Your Training Team** – if you have your own training team **Essential Sales Skills** can be delivered under licence by your people.

We provide you with:

- **Materials**; electronic copies of all programme notes, and handouts
- **Simulation**; access to the **Essential Sales Skills** business simulation
- **Trainer Pack**; including a training guide, notes and PowerPoint slides.

6. Where is the programme held?

We leave choice of venue to you. You may wish to arrange a hotel, conference centre or have facilities at your own offices.

Next Steps

If you would like more information, then please contact us on:

- **Telephone – UK: 0845 600 1556**
- **Outside UK: 0044 (0) 1428 658867**
- **E-mail** – send us details of your requirements at sales@tlsa.co.uk

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Essential Sales Skills - Agenda

Day 1: Open 9-30 a.m.	Day 2: Open 9-00 a.m.
<ul style="list-style-type: none"> • Introduction & Objectives • The Qualities of the Professional Sales Person • Personal Organisation and Planning • The Main Beam – Phase 1 <ul style="list-style-type: none"> • Opening the Meeting • Structured Dialogue 	<ul style="list-style-type: none"> • The Main Beam – Phase 2 <ul style="list-style-type: none"> • Selling Matched Benefits • The Pre-Close • Closing • Managing Customer Objections • Customer Questions • Referrals
Lunch 1-2 p.m.	Lunch 1-2 p.m.
<ul style="list-style-type: none"> • The Main Beam – Phase 1 <ul style="list-style-type: none"> • Questions & Active Listening • Bridging Statements • Essential Sales Skills Simulation – Round 1 • Review Day 1 	<ul style="list-style-type: none"> • Essential Sales Skills Simulation - Round 2 • Personal Action Plans • Review Day 2 • Programme Evaluation
Close 5-30 p.m.	Close 4–30 p.m.

Essential Sales Skills – Summary of Content

Module	Summary of Content	Format
Introduction and Objectives	<p>An opening module in which:</p> <ul style="list-style-type: none"> The objectives of the programme will be explained to participants Participants introduce themselves and identify personal objectives and expectations of the programme. 	<ul style="list-style-type: none"> Debate
The Qualities of the Professional Sales Person	<p>In this module participants cover:</p> <ul style="list-style-type: none"> The Sales Model – an explanation of the different approaches to sales, transactional, functional, consultative and strategic. The Professional Sales Person – the skills and qualities of the professional sales person i.e., the attitude, knowledge and skills delegates need to do the job. This contains a specific section designed to make participants reflect on their own attitude to the role Relationship Building – passive, assertive and aggressive behaviours. The impact of each on developing relationships with customers. 	<ul style="list-style-type: none"> Lecture Debate Syndicate exercise
Personal Organisation & Planning	<p>A module designed to help participants plan:</p> <ul style="list-style-type: none"> Segmentation Coverage and call rates The business week The objectives, tactics and desired outcomes of each sales opportunity. 	<ul style="list-style-type: none"> Lecture Debate Syndicate exercise

Essential Sales Skills – Summary of Content

Module	Summary of Content	Format
The Main Beam - Phase 1	<p>The Main Beam is a unique sales model that integrates all of the Essential Sales Skills. In phase 1 participants cover:</p> <ol style="list-style-type: none"> 1. Opening the Meeting – verbal and non-verbal behaviours 2. Structured Dialogue – a framework around which the sales person can plan and deliver sales dialogue 3. Questions and Active Listening <ul style="list-style-type: none"> • The importance of questioning to identify needs • How sales people should ask questions • Types of question • The key areas to ask questions in 4. Bridging Statements – the link from gathering information to presenting a proposition. 	<ul style="list-style-type: none"> • Lecture • Practical exercises • Role play
Case Study 1	Working in teams, participants complete the first part of a case study: role play in which they test and role play the four skills covered in The Main Beam – phase 1.	<ul style="list-style-type: none"> • Role Play
Computer Simulation Round 1	<p>Working in teams of three, participants complete the first round of 'Professional Selling'; a simulation programme that provides participants with the opportunity to test the learning from day 1.</p> <p>The simulation challenges participants to make a series of decisions and provides feedback and a scorecard that measures behaviours and sales performance. The trainer will complete a coaching session utilising the scorecard and feedback on completion of the simulation.</p>	<ul style="list-style-type: none"> • Team exercise • Role play

Essential Sales Skills – Summary of Content

Module	Summary of Content	Format
The Main Beam - Phase 2	<p>The Main Beam is a unique sales model that integrates the essential sales skills. In phase 2 participants cover:</p> <ol style="list-style-type: none"> 5. Selling Matched Benefits – aligning benefits with needs 6. The Pre-Close – building a temperature check into the sales presentation 7. Closing – four key techniques to win business 8. Dealing With Objections – how to manage objections in two ways: <ul style="list-style-type: none"> • Pre-empting – dealing with objections before they happen • Managing – the APAC model, a structured approach to managing objections 9. Customer Questions – how to manage and answer different questions from the customer. 10. Referrals - how to win referrals from existing customers. 	<ul style="list-style-type: none"> • Lecture • Practical exercises • Role play
Case Study 2	<p>Working in teams of three, participants complete the first part of a case study: role play in which they test and role play the four skills covered in The Main Beam – phase 2.</p>	<ul style="list-style-type: none"> • Role Play
Computer Simulation Round 2	<p>Working in teams of three, participants complete the second round of ‘Professional Selling’; a simulation programme that provides participants with the opportunity to test the learning from day 2.</p> <p>The trainer will complete a coaching session utilising the scorecard and feedback on completion of the simulation.</p>	<ul style="list-style-type: none"> • Team exercise • Role play

Essential Sales Skills – Summary of Content

Module	Summary of Content	Format
Brief for Accreditation	Participants are provided with an accreditation brief that details: <ul style="list-style-type: none">• What they have to do to achieve the accreditation.• How their presentations or projects will be assessed.• Timings.	<ul style="list-style-type: none">• Presentation
Programme Evaluation	A final module in which participants complete a programme evaluation, the results of which are reported back to the client.	
Personal Action Plans	Throughout the programme participants work on a personal action plan in which they identify how they will integrate the programme content into their personal roles.	