Professional Selling – Module 2

Advanced Sales Skills

Certificate No 5040

Endorsed by ISMM
The Institute of Sales & Marketing Management

TLSA | The Leadership & Sales Academy

Advanced Sales Skills

Advanced Sales Skills' is a programme that is designed for competent sales people who are ready to grow. The programme shows experienced sales people how to be seen by their customers as business professionals, deliver outstanding results and achieve personal success.

Advanced 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 **Trusted Business Partner** computer based business simulation.

This document provides you with:

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

Advanced Sales Skills - a programme that challenges people to make the move from:

Sales Person

Someone who comes to sell me something, regardless of my needs.

To

Trusted Business Partner

Someone who understands my business and provides solutions which will help me achieve my objectives – a Professional!

Advanced Sales Skills – Programme Information

Who is the programme for?

This challenging and interactive programme is designed for sales people who:

- Need to develop advanced sales skills
- Want to achieve 'Trusted Business Partner' status with their customers.

2. What are the programme objectives?

Advanced Sales Skills has been designed to help participants achieve the following objectives; these are to:

1. Develop customer strategy - to identify the right approach for each customer.
2. Identify and build relationships with key stakeholders.
3. Manage and control each step of the 'Business to Business' sales cycle.
4. Write compelling discussion documents and proposals, then know when to use them.
5. Develop Consultative Selling Skills and test these skills through the **'Trusted Business Partner'** computer simulation.
6. Complete a field project to earn certification by the ISMM and TLSA.

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 **'Advanced Sales Skills'** manual, which is a thorough and effective resource.

In addition participants have the opportunity to test their learning using the **'Trusted Business Partner'** 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.

Advanced 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 **Advanced Sales Skills** can be delivered under licence by your own training team.

  We provide you with:

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

6. Where is the programme held?

We leave choice of venue to the client. 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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Advanced Sales Skills - Agenda

Day 1: Open 9-00 a.m.	Day 2: Open 9-00 a.m.

• Introduction and Objectives
• The Transition - Sales Person to Trusted Business Partner
• Customer Strategy – Developing the Right Approach
• Stakeholder Management
	• Consultative Selling – Delivering Great Performance
	  • The Approach
	  • Creating Rapport – Mirroring and Thinking Styles
	  • Completing a Needs Analysis with High Yield Questions
	  • Creating Compelling Solutions

Lunch 1-2 p.m.	**Lunch 1-2 p.m.**
• Managing the Business to Business Sale • Creating Compelling Discussion Documents and Proposals • Trusted Business Partner Computer Simulation – Round 1 • Account Planning Project • Review Day 1	• Consultative Selling – Delivering Great Performance • Winning Commitment • Trusted Business Partner Computer Simulation - Round 2 • Account Planning Project • Brief for Field Project and Accreditation • Personal Action Plans • Programme Evaluation
Close 5-30 p.m.	**Close 4–30 p.m.**

Advanced Sales Skills – Summary of Content

Module	Summary of Content	Format
Introduction & Objectives	An opening module that: • Explains to participants the objectives, content and structure of the programme. • Allows participants to establish personal objectives.	• Presentation
The Transition – Sales Person to Trusted Business Partner	A module in which participants cover: • The Account Management Model – the importance of 'Strategic Behaviours' and 'Consultative Selling' in Account Management. • The personal skills and qualities of the Account Manager. • The difference between a **'Sales Person'** and a **'Trusted Business Partner'**. This is module that will provide participants with an opportunity to identify personal strengths and development areas compared to an industry model.	• Presentation • Syndicates • Personal Projects
Stakeholder Management	This module covers with participants: • The objectives of stakeholder management • Stakeholder roles, mindsets, states and views • Setting stakeholder strategy • The principles of selling at executive level.	• Presentation • Syndicates • Team Case Study
Managing the Business to Business Sales Cycle	A module in which participants cover how to manage the B2B sales cycle from inception to close. This includes the role of discussion documents, stakeholder management, proposals, proposal dates, live dates and decision dates. Participants will also be provided with a TLSA's unique 'qualifying tool' that identifies actions to be taken to bring a sale to a successful conclusion.	• Presentations • Syndicates • Personal Exercises

Advanced Sales Skills – Summary of Content

Module	Summary of Content	Format
Creating Compelling Proposals & Discussion Documents	A module that takes participants through the structure, content and use of discussion documents and proposals.	• Debate • Presentation
Account Planning Project	Participants work in groups of three on a specific account to create **account plans** using a planning tool provided by TLSA. This first session will focus on the areas covered at this point in the programme. One participant will have the benefit of working on a personal account; others will have a blue print to apply to other accounts.	• Team Project
Five Stages of Consultative Selling – Opening Contact	**Stage 1: Engagement.** Participants cover the first stage of the Consultative Sale – Opening Contact. This covers purpose, objectives, agendas and capabilities.	• Presentation • Role Play
Five Stages of Consultative Selling – Rapport Building	**Stage 2: Rapport Building**. Participants cover: • The principles of rapport • Developing rapport through non-verbal communication • Using thinking patterns to develop rapport.	• Presentation • Role Play
Five Stages of Consultative Selling – Discovery	**Stage 3: Discovery**. This module focuses on the importance of understanding customer strategy, values and needs. Participants discover and test the RAIN 'High Yield Questioning' model, how it works and how to use it with customers. This is especially important when pro-actively developing new work.	• Presentation • Team Projects • Role Play

Advanced Sales Skills – Summary of Content

Module	Summary of Content	Format
Five Stages of Consultative Selling – Solutions	**Stage 4: Solutions**. This module focuses on creating solutions that meet needs, decision factors and buying motives. Solutions that customers want to buy.	• Presentation • Team Projects • Role Play
Five Stages of Consultative Selling – Commitment	**Stage 5: Commitment.** Participants cover how to define commitment and manage the commitment process at the end of each stakeholder contact.	• Presentation • Team Projects • Role Play
Account Planning Project	Participants continue the work on the **account plan** using a planning tool provided by TLSA. This final session will allow participants to update the work completed to date and focus on new areas covered in the programme and finalise the plans.	• Team Project
Brief for Accreditation	Participants are provided with an accreditation brief that details: • What they have to do to achieve the accreditation. • How their presentations or projects will be assessed. • Timings.	• 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 delegates work on a personal action plan in which they identify how they will integrate the programme content into their personal roles.	