

Professional Selling

Interactive All Inclusive Training Programme with Simulation



Integrating Simulation, Team and Personal Exercises, Professional Selling Develops the Vital Skills that Deliver Great Sales Results and Build Profitable Customer Relationships. An Invaluable Programme for Sales People Who are New to Sales, or Experienced Sales People Who Need to Boost Their Performance

Description

'Professional Selling' delivers a blend of lecture, debate, practical projects and exercises, combined with two rounds of simulation, to develop core sales skills and behaviours.

Six high activity modules that cover:

- **The Qualities of the Professional Sales Person** – the profile, skills and knowledge that makes the successful sales person. The module challenges participants to identify how they can generate maximum sales revenue from each customer; the types of relationship they need to develop with their customers and how to leverage sales revenue by developing their personal skills and knowledge.
- **Personal Organisation & Planning** – four key areas where sales people can change performance:
 - Plan the business week activity – making sure time is used efficiently
 - Prioritise and segment customers – customers are serviced, based on profit and potential
 - Set standards for every customer meeting – professionally planned meetings deliver business
 - Set activity targets – activities and behaviours that create the route map for successful sales people.
- **Managing the Business to Business Sale** – an introduction to how and why people buy. Participants discover how to manage stakeholders, decision factors and buying motives, plus, how to prepare and use 'discussion documents' and 'proposals' to close sales.
- **Creating Rapport** – a powerful module shows participants how to use 'body language' and 'thinking styles' to create and build rapport with their customers.
- **The Main Beam** – a unique, easy to implement sales model that captures key sales skills in an easy to remember structure. The Main Beam covers 10 core skills: opening the meeting; structuring dialogue, questions and active listening; bridging statements; selling matched benefits; the pre-close; closing; managing customer objections; customer questions; generating referrals. Participants practise these skills in role plays and personal exercises that show them how they can transfer these skills to their personal roles.
- **Personal Action Plan** – participants prepare a personal plan - with actions and timings – detailing how they will use these new their new skills in their personal roles.

Simulation Content

The '**Professional Selling**' simulation challenges your people to manage two accounts:

- **The first** - provides the challenge of developing an existing business where there is an opportunity to generate extra sales.
- **The second** - to retain – and then grow – an account that is threatening to move to another supplier.

The simulation measures how participants implement the 10 skills of 'The Main Beam' and the sales revenue generated from each account. Compelling and engaging, this simulation challenges participants to make decisions that can generate great sales results. It develops skill sets that will continue to produce great sales results in their personal roles.

What You Will Receive

The easy to use '**Professional Selling**' All Inclusive Training Programme comes with everything you need to deliver the programme. Professionally designed and prepared materials include:

- PowerPoint slides
- Trainer's guide and one participant manual
- Trainer's notebook
- Simulation guide – clear directions on how to install and manage the simulation
- CD containing the Professional Selling simulation, PowerPoint slides and PDF files of all materials, participant manual and certificate template, **which you can print from the disc as often as you wish.**

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How the Programme Works

This All Inclusive Training Programme is designed to be delivered over a full two day period. However, the modular structure allows for delivery over a longer period, should that meet your needs. The simulation is designed in two rounds. The delivery process is that on both days the programme follows three stages:

Stage	Activity	Outcomes
Training	The trainer takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed trainer's guide and notebook are provided. Participants have a detailed manual to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 60 minutes	Participants review the feedback provided by the simulation and then regroup with the trainer. The trainer will discuss each decision, compare the decisions taken by each group – or individual – and clarify which choices are correct and the learning that sits behind them	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the trainer is with large groups. As a minimum we would suggest 12 and as a maximum 20 participants.

Individual Coaching – the programme works very effectively as a one on one event when there is a need to address a specific skill area with one individual

Customised Participant Manuals – each participant manual will feature your logo on the front cover.

12 Month Licence Fee for material & simulation – charged on a per participant basis:

Min of 6 to 20	£245 ex vat
21 plus	£225 ex vat
50 plus	£195 ex vat

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, With Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful, but not essential.

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