



Professional Selling Programme Summary

Professional Selling - Introduction

Professional Selling is a fast-paced programme, packed with ideas, best practice and skills that delegates can easily transfer into their personal job roles. It incorporates knowledge and skills that will help delegates develop outstanding sales performance.

Programme Information

1. Who is the programme for?

Professional Selling is practical programme that is designed for people who:

- are new to the field sales role
- need to develop and improve existing sales skills

2. What are the programme objectives?

The programme is designed to help delegates:

- build rapport with each customer
- understand their customer's needs
- plan a successful outcome for each customer meeting
- identify more sales opportunities
- professionally manage each sales cycle
- close profitable sales

The programme features a combination of lecture, syndicate and role-plays, which are easily tailored to the job role.

3. What training materials are provided?

All delegates receive a copy of the 'Professional Selling' manual, completion certificate and supporting hand-outs.

4. Who are the TLSA facilitators

Each programme is led by a TLSA consultant who is an expert in the programme content. Our consultants have all had careers in which they held director or executive positions in major organisations with reputations for performance, training and coaching. They are experts in the subjects they work in – up to date with modern practice, but equally as important, they have practical experience to draw from.

Professional Selling – 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 delegates Delegates 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 delegates cover:</p> <ul style="list-style-type: none"> The 'sales model' – an explanation of the different approaches to sales: transactional: functional: consultative: strategic The skills and qualities of the professional sales person – the attitude: knowledge and skills delegates need to do the job. This contains a specific section designed to make delegates reflect on their own attitude to the role. Relationship building – passive, assertive and aggressive behaviour. The impact of each on developing relationships with customers. 	<ul style="list-style-type: none"> Lecture Debate Syndicate Exercise Personal Action Points
Personal Organisation & Planning	<p>A module designed to help delegates plan:</p> <ul style="list-style-type: none"> Segmentation – using the MAPP model. This is a key subject that teaches delegates how to allocate time to their customers – combining profitability and potential with the need to retain and grow business Coverage and call rates The business week The objectives, tactics and desired outcomes of each sales call 	<ul style="list-style-type: none"> Lecture Debate Syndicate Exercise

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Module	Summary of Content	Format
Managing the Business to Business Sale	<p>A key module that shows delegates how to manage each step of the 'business to business' sale using</p> <ul style="list-style-type: none"> • The buying cycle • Decision factors • Buying motives • Live dates • Discussion documents and proposals 	<ul style="list-style-type: none"> • Lecture • Debate • Practical Exercise
Rapport Building	<p>An introduction to the psychology of selling. In this module delegates learn how to build rapport by understanding</p> <ul style="list-style-type: none"> • What people buy • Personal wins • The use of verbal and non-verbal behaviours 	<ul style="list-style-type: none"> • Lecture • Role Play
The Main Beam Phase 1	<p>The 'Main Beam' is a unique sales model that covers eight core sales skills. In phase 1 delegates 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 structure, 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 in which to ask questions 	<ul style="list-style-type: none"> • Lecture • Practical Exercises • Role Play

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The Main Beam Phase 1 - Practical	In this module delegates complete a practical exercise which is a combination of group planning and role-play in which they use case studies to cover the three skills covered in the Main Beam Phase 1:	<ul style="list-style-type: none"> • Syndicates • Role Plays • Practical Exercise
The Main Beam Phase 2	Delegates continue to work with the 'Main Beam', developing the model to cover: <ol style="list-style-type: none"> 4. Selling matched benefits – aligning benefits with needs 5. The pre-close – building a temperature check into the sales presentation 6. Closing – four key techniques to win business 7. 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 technique for managing objections when they happen 8. Referrals – how to win referrals from existing customers 	<ul style="list-style-type: none"> • Lecture • Practical Exercises • Role Play
The Main Beam Phase 2 - Practical	Delegates continue to work with the case study on the 'Main Beam'. In the second phase they develop the project to plan and use the skills covered in phase 2:	<ul style="list-style-type: none"> • Syndicates • Role Plays • Practical Exercise
Personal Action Plan	As delegates complete each module of the programme they complete a 'personal action plan' detailing how they will implement learning from the programme in their personal roles. We strongly recommend this is followed up by line management.	<ul style="list-style-type: none"> • Personal Project