

Selling Benefits



Highly Effective Techniques to Make It Easy for the Customer to Buy. Watch Sales Performance Grow by Showing Your Sales People How to Master the Art of Turning Benefits Into Advantages!

Interactive Bite Size Coaching Pack with Simulation

Description

Demonstrate how benefits meet customer needs and the customer has a reason to buy! The customer recognises 'What's in it for me?'

Integrating simulation with practical projects and personal exercises, 'Selling Benefits' covers how to:

- Match benefits with customer needs – creating exciting and compelling reasons to buy.
- Convert benefits to 'Customer Advantages' – demonstrating real value.
- Demonstrate how benefits produce 'Personal & Business Wins' – using the emotional aspect of decision making to close more business.
- Show how benefits can be used to pre-empt 'Customer Objections' – eliminating issues before they are raised.

Participants have the opportunity to work on their own products and services, so they are ready to test these skills in their personal roles.

Simulation Content

The 'Selling Benefits' simulation challenges participants to deal with objections from two customers. In the first, they will be faced with objections that are raised by the customer as they try to close a sale. In the second, they will have to deal with objections that are the consequence of consistently poor service – an opportunity to recover what appears to be a lost account.

Participants may be successful with both accounts, with one, or neither. Whatever the result, the simulation provides feedback, sales and behavioural results based on the decisions they make! A great way to develop critical thinking skills and skill sets which can be applied in the 'real world' the next day.

What You Will Receive

The easy to use 'Selling Benefits' Bite Size Coaching Pack comes complete with professionally prepared materials that include:

- Selling Benefits business simulation
- PowerPoint slides
- Coaching guide
- Coach's notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials, **which you can print from the disc as often as you wish.**

Selling Benefits



How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

| Stage | Activity | Outcomes |
|---|---|---|
| Coaching Time: 45-60 Minutes | <p>The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises.</p> <p>PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.</p> | <p>The content drives new skills, knowledge and behaviours which are practised in the simulation.</p> <p>Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.</p> |
| Simulation Time: 30 minutes | <p>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.</p> <p>We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.</p> | <p>People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences.</p> <p>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.</p> |
| Feedback Time: 30 minutes | <p>Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.</p> | <p>Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.</p> |

Group Size - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 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.

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.

Price UK £345-00 ex-vat

The Leadership & Sales Academy Ltd
Paisley House, Farnham Lane, Haslemere,
Surrey, GU27 1EU, United Kingdom

Tel: +44 (0) 1428 658867

Fax: +44 (0) 1428 658849

E-mail: sales@tlsa.co.uk