



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• **Customer Acquisition**— Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

• **Communication**— Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

RELATED COMPETENCY CATEGORIES:

• **Customer Experience**— Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

• **Influence**— Consistently directs situations and inspires people for an all-win environment.

Master the Selling Process

SUMMARY

Applying a logical, repeatable and proven sales process helps salespeople know where they are going and how to plan for success. Sales people need to be able to follow a repeatable pattern to build rapport, generate interest, present customized solutions, overcome objections, create urgency, and ask for commitments. This module pulls together the full sales process. You will practice giving your sales presentation, as you would to an actual buyer, with peer assessment and feedback.

CONTEXT

The ability to apply learned skills is the most important measure of participation in a training program. This session will give you the opportunity to demonstrate the sales process. Practicing a sales presentation in front of colleagues provides a safe environment for feedback before trying new concepts in front of actual buyers. Using a proven, repeatable process creates more consistency in the marketplace, and reinforces competitive advantages when customizing solutions to each buyer. Salespeople have to opportunity to identify best internal practices and capitalize on the strengths of the sales team.

At the completion of this module, participants will be able to:

- Tie the sales process together
- Deliver a sales presentation, customized to your business
- Assess your colleagues on their ability to present solutions

“You sell more than ever by having the right attitude about selling, by building customer-focused relationships, and by looking for ways to get out of your comfort zone and try something different.”

—Michael Crom