Sales Skills

TWO DAY WORKSHOP

"Real-world, practical & relevant to today's challenging economic times".

Account Manager - Pharmaceutical Industry, New Jersey, USA

Description:

This interactive, real-world workshop is designed to help both existing Account Managers as well as new Account Managers take their relationship building, presentation skills and proposal writing skills to the next level. The underlying premise of this program is to build upon the skills that the sales team already possesses with new & or refined skills & competencies that meet the changing face of today's competitive business environment.

Participants will be guided through a series of participative exercises and discussions that will help them identify specific client needs, build a simple but customized client proposal that meets those needs then present the proposal in an appropriate client-centered manner. Understanding the nuances of different clients, building the relationship differently depending upon the situation & structuring user-friendly, adaptable proposals & presentations are the core outcomes of this two-day program. Leveraging email, creating follow-up opportunities and adding value to every client are critical topics that are intertwined throughout. Multiple opportunities will be provided to practice the skills and then be given both positive & formative feedback from both the facilitator & their peers.

Objectives:

Upon completion of this topic area, participants will return to work and be able to:

- Capitalize & build on their current relationship building skills
- Create a written sales presentation that is appropriate & addresses the needs of a specific client
- Understand & practice effective , engaging sales presentations adapted to a client's specific environment & needs

Agenda:

Day # 1

- The introductory module will look at how clients & their expectations have changed recently & will provide the latest trends & market realities that are forcing effective Account Managers to adapt the way they prospect, present & close.

Module # 2 – Real-World Relationship Building

- Customers are the Same - Three Distinct Interests
    - Participants are introduced to the "Interest-Based Approach" to sales. This powerful approach demonstrates how customers not only need results but also a smooth process and consideration of their emotional interests to be truly satisfied and to become

Email tonypwhite1960@outlook.com ☉ LINKEDIN http://www.linkedin.com/pub/tony-white ☉ http://tonywhitetraining.com
1-416-358-5608

repeat, high-volume customers. Discussions, customized case studies and practical applications will be used to firmly ensure a thorough understanding of the practical implications of this model.

Customers are Different- Recognizing Their “Color” & Adapting Your Approach

- (Note - participants will complete an on-line Personality Assessment prior to their two day work- shop & will be emailed their results)
- Understanding you core personality & communication style & how that impacts others is the first step in building better business relationships. This insight also provides the participant with greater observational skills & understanding with their clients as well as appreciating their preferred modes of communication. The Personality Dimensions® instrument explores personal temperament preferences by having participants complete a Traits & Characteristics survey, in which they explore their personal values, traits, strengths, characteristics, and behaviors. Practical exercises will be developed to help participants practically apply the learning’s from this module.

Module # 3 - Prospecting, Needs Determination & Proposal Generation

- Using the “Interest” model as the foundation, a series of discussions and group activities are used to help participants gauge client needs in an initial prospecting meeting. Strategic use of questions, active listening & probing are discussed & practiced.
- The creation of a customized written proposal is then discussed, analyzed & practiced with the underlying theme being that the proposal must fit the client demographic as well as be written from a “client-centered” perspective vs. a “salesperson perspective”

Day # 2

Module # 4 - Presenting to the Client

- Presenters will discuss and practice techniques that focus on the five critical stages of powerful, practical sales presentations:

  Pre-Meeting Considerations- Stage # 1

  - Industry?
  - How many in attendance?
  - Level of sophistication/education/buying experience?
  - Tools/aids you will need?

  Readiness – Stage # 2

  - Starting appropriately
  - Benefits & Features – revisited based on today’s client profile
  - Introducing the written proposal

Receipt- Stage # 3

- Use of questions for both individual & team presentations
- Appropriate use of audio-visual aids........ specifically Power-Point
- Dealing with Objections

Retention-Call to Action- Stage # 4

- Expectation Setting
- Summarizing Techniques

Follow-Up- Stage #5

- Adding value after the transaction
- Viewing every point of contact as an opportunity to relationship/credibility build

Module # 5 - Action Planning for Back on the Job

- This final section will involve a facilitated discussion with participants of what they have specifically learned in the workshop & how they will apply their learning's with their clients.

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