

Solution Selling (and Sales Process) Course Description

Duration: 3 days

Subject Overview

Solution Selling is a high performance sales execution process used by most of the leading Fortune 500 corporations. Solution Selling is used by organizations that sell in highly competitive markets to complex organizations with multiple decision makers. Salespeople are taught how to recognize a customer's business pain, develop a deep understanding of a buyer's level of needs and buying cycle and how to satisfy these business needs with their solutions. A process of qualifying prospects is taught to help salespeople to focus on opportunities with the greatest business potential.

The course defines each of the nine stages of the sales cycle, which is aligned with the customer's buying cycle. This approach focuses on the verifiable outcomes for each stage, which in turn are derived from the fundamental (key) steps or activities required to progress an opportunity from prospecting to closing the deal, subsequently deploying and supporting the requisite solution.

Course Content

How to Win Sales Opportunities

- Qualifying (with the SCOTSMAN Opportunity Assessment tool) and prioritizing business opportunities
- Developing a relationship/coverage strategy for each opportunity
- Deploying the relevant competitive strategies for winning the deal

Developing Solution Sales Skills

- The human interface
 - Buyer/seller psychology
 - NLP fundamentals
 - Thinking preferences
 - 'Change' tolerance
- How customers think and perceive us
- Buying cycle vs. sales cycle
- The compelling need to buy
- Recognizing a customer's latent and active pain
- Developing a customer-centric value proposition
- Authority, influence and politics within the formal and informal decision making process
- Competitive strategies
- Gaining control of the sales cycle with an evaluation plan
- The importance and real meaning of ROI
- Selling to Executives
- The Executive Summary for proposals and Executive presentations
- Current versus traditional questioning techniques
- Key presentation skills
- Key negotiation skills
- 'Body language' for increased sales and improved Customer Experience

To enquire about booking this course to help your sales organisation achieve better and more results send an email to training@paullange.com.au. The latest version of this course description and other available course can be found online at <http://www.paullange.com.au/training-courses.html>