

Improvement in sales techniques



CV-66 2 Days (14 Hours)

Description

Organized around realistic scenarios, this training will allow you to improve your sales techniques, in particular to improve your commercial behavior, your sales pitch and the handling of objections.

Who is this training for ?

For whom

Sales and technical-sales staff.

Prerequisites

None.

Training objectives

- Improve the effectiveness of your initial contact
- Deep your collection of strategic information
- Refine your argument and differentiate your offer from the competition
- Detect purchasing signals to conclude well

Training program

Obtenir un rendez-vous avec un décideur

- Obtain the customer's recommendation: structure an active reference.
- Identify the benefits your interlocutor derives from spending time with you.
- Communicate this benefit to them with enthusiasm.
- Exercise: Think about your existing customers and ask yourself who might recommend you.

Acquérir la confiance dès les premières minutes de l'entretien

- The 4x20 rule.
- The importance of non-verbals.
- Natural attitudes.
- Dealing with an attitude of reserve and fallback.
- Exercise: Coaching on how to present your company in one minute (filmed and analyzed).

Découvrir

- What to discover? Strategy, organization, technical data.
- Identify the network of influence.
- Detect functional needs.
- Identify the motivations of your interlocutor.
- Use the tools of discovery: questions, empathy, active listening, reformulation.
- Identify the communication style of your interlocutor and adapt to it.
- Practical work Scenarios on the participants' cases.

Affiner son argumentation

- Choose arguments based on the information collected in the discovery phase.
- Build and structure your argument.
- Know how to communicate in terms of customer benefits.
- Use relevant evidence.
- Stand out from the competition.
- The three price presentation techniques.
- Exercise: Presentation of the solution directly linked to the needs identified during the discovery phase.

Traiter les objections

- The different types of objections.
- The attitudes to adopt when faced with objections.
- The three key stages of handling objections.
- Processing techniques.
- Exercise: Practical training on the most frequent objections encountered by participants.

Conclure

- Know how to detect "purchasing signals".
- Choose the right form of conclusion.
- Prepare the report of the sales interview.
- Exercise: Work on recognizing purchasing signals and vigilance signals.
- Writing a report of the sales interview.