

SalesAbility

Consultative Selling Skills
Workshops & Online Series



PorterHenry
OPTIMIZING SALESFORCE PERFORMANCE



Exclusive Regional Partner
Australia & New Zealand



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SALES*ABILITY* II – MEETING THE CHALLENGES IN TODAY'S COMPETITIVE MARKETPLACE

Sales*Ability* Core is a two-day, interactive multimedia workshop that can be conducted by client's staff or by our trainers. Unique features include systemized learning from pre-work to follow-up, customized components, self-study, two versions (Product/Service, Reseller), and a customer-focused, consultative model.

Module 1 Building Relationships

- The Sales*Ability* Premise
- Overview of the five interacting stages in the sales process
- Building sales relationships by establishing trust, focusing on decision-maker priorities, listening
- Identifying priorities: product needs and business concerns

Module 3 Identifying Priorities

- Guiding the decision-maker through the focus stage
- Planning fact and priority questions to identify priorities
- Using the FOCUS questioning strategy to achieve results
- Defining needs and concerns of the decision-maker

Module 5 Obtaining Feedback

- Guiding the decision-maker through the evaluation stage
- Handling reactions to benefits
- Turning negative feedback into positive feedback
- Reading non-verbal communication
- Using feedback questions to reinforce understanding

Module 2 Planning the Sales Call

- The seven steps to pre-call planning
- Analyzing the account and decision-maker(s)
- Setting sales call objectives
- Planning the opener to gain/reinforce openness
- The Sales*Ability* Sales Call Planner

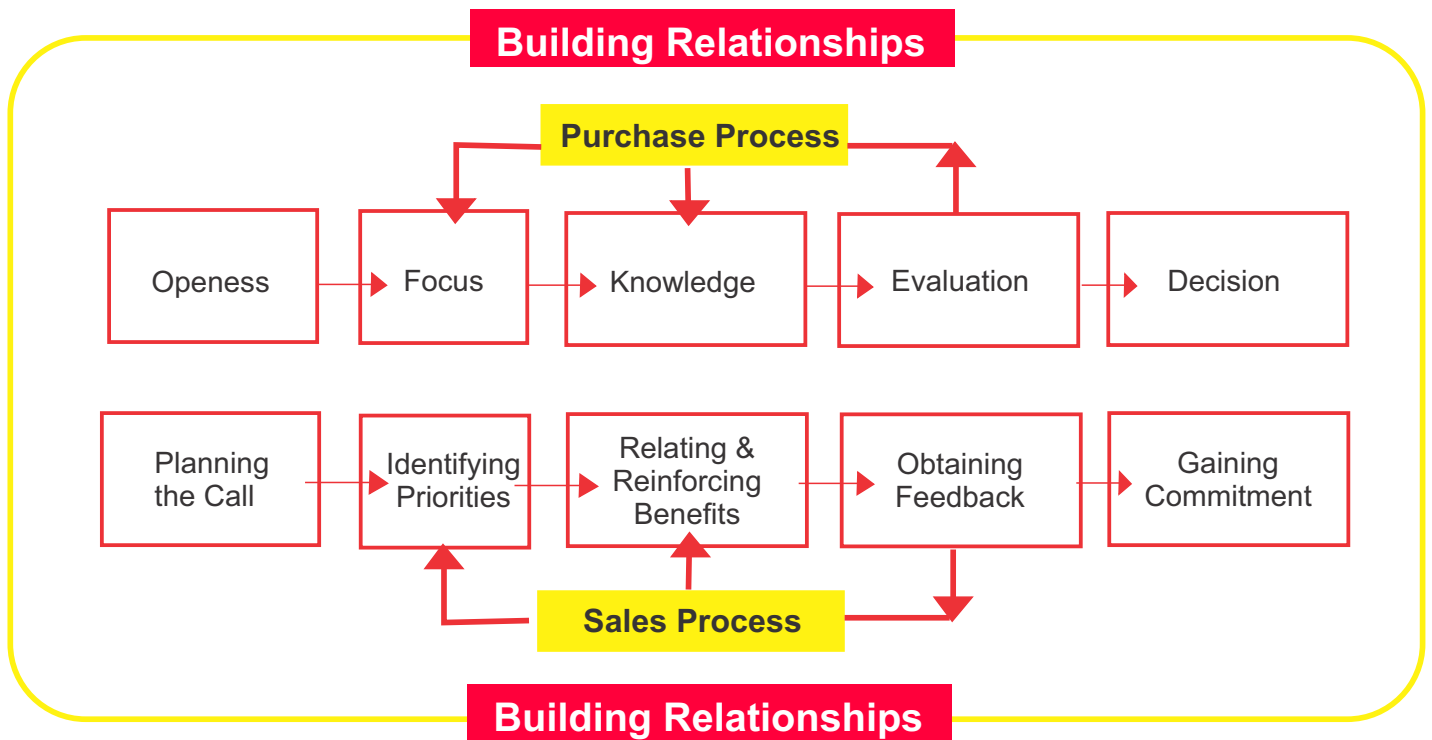
Module 4 Relating and Reinforcing Benefits

- Guiding the decision-maker through the knowledge stage
- Presenting features and benefits, vis-a-vis the decision-maker's needs and business concerns
- Reinforcing features and benefits with sales aids, visuals, and data

Module 6 Gaining Commitment

- Guiding the decision-maker into the decision stage
- Reading commitment signals
- Using closing techniques to gain commitment
- Negotiating to close
- Conducting post-call evaluations





Every decision-maker goes through a predictable five stage process in making a decision. By identifying the particular stage a decision-maker is in at any point during a sales call or sales cycle, and using appropriate skills and strategies, the salesperson takes a proactive role in facilitating the decision-maker's movement through the process to the right decision.



SALESABILITY – HIGH IMPACT MODULES – ADVANCED SALES TRAINING

Each of the SalesAbility High-Impact Modules is an interactive half-day workshop. The modules can be conducted individually or in tandem by either client or Porter Henry meeting leader. Similar to other SalesAbility programs, the High-Impact Modules use multimedia and contain custom components.

Achieving a Competitive Edge

- Preparing a competitive analysis, including the “total offering”
- Identifying your strengths/shortfalls; leveraging the differences
- Overcoming competitive threats
- Learning when and when not to bring up competition
- Introducing and presenting competitive comparisons tactfully

Prospecting for New Business

- The importance of prospecting, using multiple approaches
- Goal setting for prospecting, allocating time, building a plan
- Developing a powerful lead-in for telephone and face-to-face prospecting
- How to “sell” the appointment, pre-qualify the account
- Handling gatekeepers, voice mail, other types of resistance

Managing the Territory

- Allocating calls according to yield
- Determining expected values for each account using Expected Value Formula
- Sorting accounts into yield categories based on expected values; establishing call frequencies
- Checking the call budget against capability
- Routing effectively

Presenting Value-Added Benefits

- Identifying leverages in product/ service
- Valuing leverages like extra services, faster delivery, special benefits, just-in-time inventory, etc.
- Determining values for resources, including time, labor, space, inventory, efficiency, profits
- Understanding how concepts like ROI, inventory turnover, and space management specify added value

Implementing Account Strategies

- Differentiating between strategy and skill/tactics
- Using strategies appropriately to penetrate account
- Selecting from a menu of effective strategies: establishing a “Coach,” team selling, consultative selling, etc.
- Developing situational strategies or combining strategies

Selling to Multi-Level Decision-Makers

- Identifying decision-makers and influencers at all levels
- “Reading” strengths and needs of decision-makers
- Mapping out the decision network and overcoming organization barriers
- Planning a comprehensive multi-level selling strategy based on priority of decision points, call allocation, and selling effort

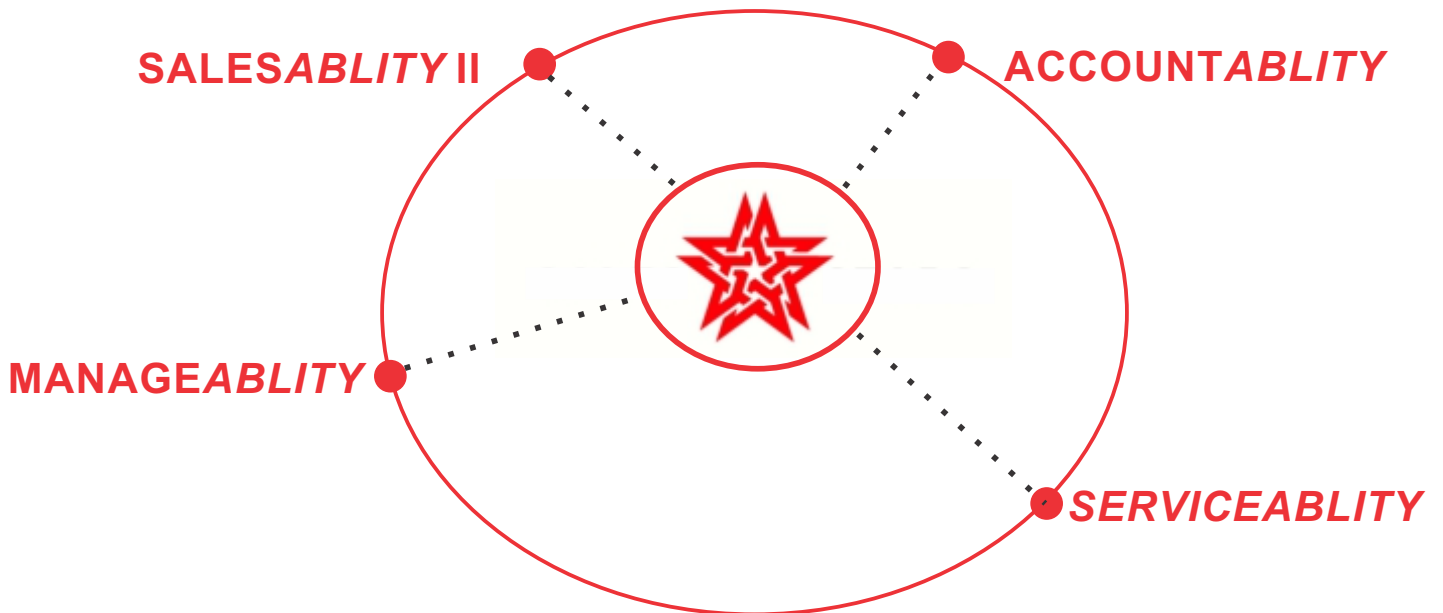


SALESDRIVE...

...improves sales performance in the field!

SalesDrive is an exclusive performance improvement program used for self-development on actual sales calls. It capitalizes on the proprietary **MAP** motivation strategy (**M**astery, **A**utonomy, **P**urpose) enabling participants to improve/measure/ sustain performance gains.

SalesDrive constantly challenges, motivates reps and reinforces skills with intensive practice (monitored and coached by the sales manager via distance coaching).



eXSELLerate YOUR TEAM'S SALES RESULTS

Customized web-based sales training for new and experienced salespeople accelerates learning.

eXSELL FAST TRACK is the ultimate self-paced learning solution to build and reinforce selling skills at all sales levels. Twelve modules provide quick, efficient, and cost-effective “just-in-time” learning to meet the diverse needs of new and experienced salespeople.

eXSELL FAST TRACK capitalizes on Porter Henry’s 65 years of sales training experience and selected modules are customized to fit your needs.

SELECTIONS FOR CUSTOM-DESIGNED, ONLINE SELLING SKILLS TRAINING:

- Planning Results-Driven Sales Calls
- Identifying Customer Priorities and Focus
- Anticipating and Handling Resistance
 - Techniques for Gaining Commitment
 - Orchestrating a Collaborative Negotiation
 - Win-Win Negotiating Tactics
 - Strategic Multi-Level Selling
 - Accessing Multi-Level Decision-Makers
 - Selling Value-Added Benefits
 - Achieving a Competitive Edge
 - Strategic Account Development
 - Prospecting for New Business

Your additional topic selection:

BENEFITS FOR NEW OR EXPERIENCED REPS

The eXSELL FAST TRACK modules offer flexible options for **Online Learning** (stand-alone training for experienced reps) or as **Workshop Support** (before and after workshop training). Equally important, they are designed to support a solid range of sales competencies and work effectively with Porter Henry & Co., Inc. workshops and competitive programs. The eXSELL modules are customized to fit corporate, marketplace, product, and learning needs and clients will own the final version.

The Porter Henry eXSELL modules, in addition to leading-edge content, provide many benefits including highly-interactive learning, pre- and post-tests, and proprietary Porter Henry tools for application with customers.



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