

SalesAbility Consultative Selling Skills Program

6-Module Training Overview

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1 Building Relationships

- SalesAbility premise and core philosophy
- Overview of the 5 interacting stages in the sales process
- Building sales relationships by establishing trust, focusing on decision maker priorities, and active listening
- The 5 Priorities: identifying priorities, product needs, and business concerns

2 Planning the Sales Call

- 7 fundamental steps to effective pre-call planning
- Analyzing the account and key decision makers
- Setting clear sales and call objectives
- Planning the opener to gain reinforced openness
- Utilizing the SalesAbility call planner tool

3 Guiding Through the Focus Stage

- Planning fact and priority questions to accurately identify priorities
- Using focus questioning strategies to achieve desired results
- Defining specific needs and concerns of the decision maker

4 Relating & Reinforcing Benefits

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

5 Obtaining Feedback

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

6 Gaining Commitment

- Guiding the decision maker into the final decision stage
- Reading commitment signals accurately
- Using proven closing techniques to gain commitment
- Negotiating effectively to close the deal
- Conducting post-call evaluations for continuous improvement

SALES TRAINING

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