

### **Survival of the fittest** is as real in business... as it is in the natural world.

Today, the best businesses not only survive - they accelerate away from the competition.

This training program is for anyone in a 'Business to Business' sales role wanting to take advantage of changing market conditions to accelerate their results, grow their revenues and outperform their competition. We have designed it to achieve results. Please contact us to discuss **your** specific needs and how we might partner in achieving them.

#### **Program Overview:**

##### **Session One**

##### **The Sales Role in Today's Environment**

- ◆ Analysing current trends and resultant buyer behaviour
- ◆ Structuring and adjusting our sales approach
- ◆ Being Aware of Competitor Activity
- ◆ Understanding the expectations of Sales Management.

**Session Goal:** This session serves as an ice-breaker session for participants to share their respective experience and insights on how the sale has evolved over recent times with the proliferation of competitors and economic challenges.

##### **Session Two**

##### **Reviewing Current Sales Strategies**

- ◆ Examining the suitability and effectiveness of current approaches
- ◆ Aligning account goals with your own sales needs
- ◆ Deciding on tactics to achieve account goals
- ◆ Applying low cost / high return methodologies to achieve sales goals
- ◆ Understanding the effect of organisational politics, influence and power

**Session Goal:** Delegates will walk through their respective organisation's sales strategy to compare and identify opportunities for further improvement.

##### **Session Three**

##### **Building, Managing and Tracking a Sales Pipeline**

- ◆ Taking advantage of sales strategies to build a pipeline of future business
- ◆ Pipeline Phases – how many are enough? What should they be?
- ◆ Performing sales evaluation by tracking and monitoring sales pipelines
- ◆ Interpreting a sales pipeline and recognising issues, opportunities and warning signs
- ◆ Maintaining focus and discipline around the targeted selling strategies

**Session Goal:** This session discusses the various methods of Pipeline Management and aligns delegates existing methods with best practise.

##### **Session Four**

##### **The Importance of Customer Retention**

- ◆ How do we know our customers are secure?
- ◆ Protecting existing Customers with BLOCK® (Brickwall Lock)
- ◆ Pursuing new opportunities within existing accounts
- ◆ Cross Sell and Up Sell tactics
- ◆ Re-assessing your Customer Relationships
- ◆ The SAFE® Customer Relationship Model

**Session Goal:** This session highlights the importance of Customer retention and considers tactics to ensure existing customers remain with us



## Session Five

### Customer Segmentation and Prioritisation

- ◆ Identifying where to focus our efforts
- ◆ Methods of classifying accounts by more than simply revenue
- ◆ Evaluating the true potential in an account
- ◆ Gaining increased 'Share of Wallet' from Competitor accounts

**Session Goal:** Delegates will be able to maximise their time and focus on customers that promise the greatest returns. Call cycles will reflect the importance of each account to their business.

## Session Six

### Transforming Threats into Sales Opportunities

- ◆ Economic Recession – obstacle or opportunity?
- ◆ Turning Complaints into Gold
- ◆ Prospecting for new opportunities in a tough market
- ◆ Greener Grass Syndrome – make it work to your advantage

**Session Goal:** Delegates will understand how threats can be turned into positive opportunities.

## Session Seven

### Dealing with Changing Customer Demands

- ◆ Negotiating win-win outcomes when customers want to push existing boundaries
- ◆ Arresting declining revenues and margins through creative partnership
- ◆ Approaching price challenges from competitors during the economic downturns

**Session Goal:** This session is designed to provide the skills and knowledge necessary to be able to deal with customers seeking more favourable trading terms, customers exhibiting dissatisfaction and those pushing the boundaries.

## Session Eight

### Applying Consultative Selling Skills

- ◆ Planning and Call Objectives – The DIB® model
- ◆ The FOCUS® Selling Model for Needs Analysis and Account Penetration
- ◆ Objection Handling – Dealing with Buyers tactics
- ◆ Closing Skills - Dealing with buyer delay

**Session Goal:** This session covers the core skills that are needed in order to actually get buyers to buy. In discussing these elements we will assume participants already have sales skill and knowledge

## Session Nine

### From Classroom to Workplace – Pulling it all together

- ◆ Selecting a Key Account
- ◆ Developing a Vision
- ◆ Deciding SMARTER Strategic Goals
- ◆ Planning your Tactics
- ◆ Creating a Tactical Account Plan

**Session Goal:** Delegates will create real Tactical Account Plans for a selected account and leave with specific goals, tactics and tasks to be achieved over set time frames.

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Note: This program is one of the many Modular Training Programs available through Accord Consulting.

We seek to customise all our programs for the specific needs of each client. As every element can be adjusted to suit your required outcomes we suggest you contact us for further information or to discuss your particular wishes.

