



We have run our Selling with Impact programmes in some of the world’s largest and most successful organisations. Organisations such as Microsoft see great value in our unique style of delivery and approach to sales.

The sales profession has changed tremendously over the past decade. Buyers who once made time to discuss their problems now expect sales professionals to have the business acumen that’s necessary to understand and diagnose those problems before they arrive. More importantly, these buyers will only listen to – and buy from – salespeople who can provide them with solutions that are both workable and will demonstrate a clear return on investment.

Our world class Selling with Impact programme shows how to apply the proven solution selling approach in the ‘can’t stop to talk’ pace of today’s business. The result is a logical and proactive process for sales success, one that improves both individual productivity and organisational return on investment.

In addition to a robust process and structure to sales, a high degree of business acumen and customer knowledge, sales people need to be able to ply their trade artfully and with impact. People do not want to feel they are being sold to by pushy sales people. Instead they want sales people capable of developing trust through strong communication and the desire to find the right solution.

Our programme strikes the balance between process and approach in structure and delivery. Delegates leave fully capable to go and implement the tools, techniques and methods to be immediately impacting. The proof will be in the results.

WHAT IS THE SELLING WITH IMPACT PROGRAMME?

The programme has been designed to enable sales people and sales managers to:

- ✓ Provide accurate forecasts and ensure pipeline predictability
- ✓ Gain improved pipeline health and data quality
- ✓ Have a common language and approach which is aligned to great results
- ✓ Partner better with clients leading to long-term sales and more strategic deals
- ✓ More skillfully diagnose problems and challenges and act accordingly
- ✓ Increase their ability to communicate the value of the product or service
- ✓ Artfully develop sustainable relationships
- ✓ Have maximum impact on the customer
- ✓ Have methods for overcoming the all too common situation when your product is not your buyers first choice – or even second!
- ✓ This will run in a 2 – 4 day programme format depending on level and requirement

THE PROGRAMME IN A NUTSHELL

Specifically, the programmed will address:

S

SOLUTION SELLING CONCEPTS AND PRINCIPLES – situational fluency, presuppositions, 9 step questioning model.

This mini module gives the delegates the opportunity to explore some of the fundamental basics of Selling with Impact. The module develops the required believes, attitude and skills to be an outstanding sales person.

E

CREATING NEW OPPORTUNITIES – planning and research, stimulating interest, defining pain or critical business issues, diagnose before you prescribe, creating visions based on your solution.

This mini module gives delegates the tools and knowledge needed to break into new opportunities quickly and smoothly with existing and new clients – ultimately reducing the time wasted chasing 'no go' accounts or trying to establish new contacts.

L

ENGAGING IN ACTIVE OPPORTUNITIES – selling when you're not first, vision reengineering.

This mini module enables delegates to edge out incumbent providers, assess active opportunities with existing clients and help the client to see old problems with 'new eyes'

L

QUALIFY – gaining access to the people with power.

This mini module gives delegates the processes, tools and techniques to ensure they are able to get to the 'power source' quickly and bypass the middleman. This helps to reduce risk of spending time developing solutions for the wrong people and loosing out at the last hurdle. Reducing resource and time wastage and giving more time to working with the key decision makers.

I

CONTROL – controlling the buying process.

This mini module is designed to give the sales people the tools and techniques required to be a sales facilitator – to keep control of the process whilst enabling buyers to self direct.

N

CLOSE – closing and reaching final agreement.

This mini module encourages delegates to see the closing of a sale as a natural part of the cycle rather than a big event at the end of the process! To avoid the traps of closing techniques and provide tools for overcoming last minute hurdles and successfully completing the deal.

G

MANAGING THE PROCESS – the process, pipelines, creating a sustainable high performance sales culture.

This mini module enables delegates to effectively mange their sales activity with enlightened discipline, process and intuition.

THE BENEFITS



You will experience an immediate impact on business results



Increased revenue and greater profit margin



Confident focused sales people



Shortened buying cycles



Mutually beneficial solutions (instead of selling your soul)



Strategic exposure to key decision makers in your clients businesses



Predictable, accurate forecasting

WHO IS THE PRESENTING WITH IMPACT PROGRAMME AIMED AT?

People who want to have a greater impact on sales figures and clients.

If you sell, if you are in a sales support role and if you want to improve the way you interact with the clients (even if you don't think you sell) you would all benefit from experiencing this programme in various formats.

TO FIND OUT MORE, PLEASE CONTACT US AT:

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