

Transforming Sales Results

Transforming Sales Results is an intensive eight-hour workshop to help small businesses boost their selling skills and profits.

The workshop, delivered over one day or two evenings, sets out the knowledge and skills to improve sales results and win solid and sustainable business. The skills learnt during the short course can be put into practice immediately and will also support long-term improvement in business performance.

After finishing the workshop, delegates will leave with a completed workbook containing a sales action plan under the following headings, which mirror the structure of the course:

Module 1 – How your business operates now

As part of developing a sales plan, the first task is to establish the current position and critically, why that position exists.

- How to establish and understand the current position within each customer account.
- How to determine whether an account is a good fit for the business.
- How to quantify and understand historical customer activity which has led to the current business position.

Module 2 – An introduction to professional, business-to-business (B2B) selling

This module will give an awareness and understanding of B2B selling and its role in business success. This includes:

- Defining 'sales' and developing an understanding of its importance in a professional, B2B environment whilst overcoming the often-negative perceptions of selling.
- Understanding the difference between professional B2B and other types of sales and why it is important to make a distinction between them.
- Identifying the skills, knowledge and behaviour needed to be successful in professional B2B sales to create customer loyalty.
- Understanding the elements of a basic sales cycle and how they relate to each other.
- Identifying the difference between a sales cycle and a buying cycle and how to synchronise the two.

Module 3 – Generating a ‘pipeline’

Business can only be successful if there is a good quality pipeline of possible customers who might buy a product or service. This part of the sales cycle often presents the greatest challenge.

- How to clearly define the target market and ideal customer profile to ensure time and resources are used effectively to create a better chance of business success with more customers.
- Understanding the difference between a sales pipeline and a sales funnel.
- How to create enough good quality opportunities for the pipeline.
- How to move opportunity through the pipeline in a steady and controlled manner leading to more accurate forecasting and business development.
- How to avoid feast and famine in the business cycle.
- Developing and understanding the difference between cold calling and warm calling, and how to avoid the former.
- Understanding the 4R’s of warm calling.
- How to identify and develop ‘warm’ opportunities.
- How to identify and remove unproductive sales activities to keep a full and positive sales pipeline.
- How to make the most of existing relationships to establish an initial connection with a customer.
- How to engage with customers at various levels to maintain their interest and establish progress in their account.

Module 4 – Qualifying and quantifying customer issues

Once the opportunity has been identified and a buyer/supplier relationship is established, it is critical to spot potential problems. If a problem is accurately qualified, the solution will be better, and less time will be spent on unproductive activities.

- How to identify the real customer problem and the impact it is having on them.
- How to establish the need for a solution in the mind of the customer.
- How to create desire within the customer to influence a positive buying decision.
- How to ensure the sales cycle and the buying cycle are aligned.

Module 5 – Winning business

Offering a solution to a customer's problem in a way that will resonate is essential to promote a positive buying decision.. but questions will also arise!

- How to deliver a winning value proposition in a way the customer can relate, and ultimately sign up to.
- How to ensure the message being transmitted matches the one being received by the customer.
- How to use all relevant communication techniques to make a sales presentation.
- How to create the conditions to move forward.
- How to tackle customer objections and achieve a win-win solution.

Module 6 – Growing your business

Winning the initial business is just the first step. It costs significantly less to develop opportunities with an existing customer than it does to attract a new one, so where should you spend your time and resources?

- How to build on the initial success with a single customer.
- How to identify vertical and horizontal markets with the customer and, potentially, the supply chain.
- How to identify and build business sustaining relationships at multiple levels and disciplines across and through the customer's business.
- How to secure pre-qualified referral business.
- How to analyse internal and external factors to improve the stability of the existing business, lock out competitors and increase the probability of significant future business opportunities.
- How identify the next steps to ensure an incremental approach to business development.