

First Creation Consulting



***Sales Foundation
workshop for
Junior Salespeople***

First Creation Consulting Ltd

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Pre-workshop work:

Please bring with you examples of current or recent research/sales ideas that you have, or are going to propose to clients.

These will be used during the workshop when practising the skills that will be covered.

Workshop Aim:

To increase your sales skills when interfacing with clients in order to successfully develop long-term profitable relationships.

Workshop Objectives:

By the end of the workshop participants' will be able to:

- Identify and use the key skills and behaviour required for successful sales
- Be able plan & execute sales activities in order to develop client relationships
- Understand the key principles for effective communication and interpersonal skills
- Plan and structure a successful two-way telephone sales call
- Plan and structure a successful 40 second voicemail call so that the listener can clearly identify what is in it for them
- Construct a clear and concise E-mail message that maximises the chances of getting a positive response
- Plan for a successful face to face sales meeting
- Use a sales model which recognises the importance of identifying client needs and buying criteria and match the products/services of the Firm to the requirements of the client
- Manage client resistance and gain commitment

Workshop Methodology:

- The workshop has been designed to maximise participant involvement. A number of proven methodologies would be employed including:
- Consultant led input
- Group/individual based exercises
- Practical client role-play simulations
- Feedback and Coaching

DAY ONE

Start 0900

Introductions

- **Workshop aims & objectives**
- **Personal objectives**

Introduction to Relationship Selling

- Definition of successful selling
- Skills & behaviour required for successful sales
- Role of the Equity salesperson
- Client expectations of salesperson, why the client buys
- How we interact with our clients
- What differentiates The Firm from its competitors

Successful Telephone Sales – Interpersonal & Communication Skills

- Components for successful telephone sales
- Developing positive interpersonal skills
- Communication principles – verbal & non-verbal
- Vocal impact – tone, pace, inflection, diction

Client telephone role-play using tape recorders to capture calls for feedback and coaching sessions

Lunch

12:30

Successful Telephone Sales – Sales Skills

- Questioning techniques
- Listening skills
- Maintaining control and momentum
- Directing the sales call
- Closing the call
- Question and listening exercise

Successful Telephone Sales – Planning, Contents & Structure

- Planning, setting objectives
- Content choice – clarity and effect
- Structuring the call
- Practical application – specific ideas

Client telephone role-play using tape recorders to capture calls for feedback and coaching sessions

Finish

17:30

DAY TWO

Start 0900

Selling To Voicemail - Delivery Techniques

- Differences between two-way telephone calls & voicemail
- Components for effective voicemail messages
- Flexibility exercise

Practical exercises using tape recorders to record voicemail messages - Review, feedback & coaching

Selling To Voicemail - Contents & Structure

- Best practices, voice-mail guidelines
- Structure, planning and setting objectives
- Packaging a short, punchy message for maximum impact

Practical exercises using tape recorders to record voice-mail messages - Review, feedback & coaching

Making An Impact Through E-mail

- Email best practices
- Structure a message that creates an immediate impact
- Structure your messages in a way that influences the reader
- Headline and layout of message
- Practical exercises

Review, feedback & coaching

Lunch

12:30

Face To Face Client Interactions - Developing Client Relationships

- Positive relationship building skills
- Model of interpersonal skills
- Rapport building skills

Understanding Different Client Types

- Client buying motivations
- McClelland motivational influences
- Presenting to different client types exercise

Finish

17:30

DAY THREE

Start 0900 Pro-active Activities for Developing Client Relationships

- Client relationship process
- Researching, planning & preparing for the meeting
- Structuring the meeting
- Opening the call
- Identifying client needs
- Developing business opportunities

Presenting Client Solutions

- Tailoring solutions to clients needs
- Features, advantages & benefits
- Syndicate exercise

1st Client meeting role-plays

Participants will conduct client meetings using real client case studies

Review and debrief – coaching for improved performance

Lunch 12:30

Managing Client Resistance

- Handling typical objections
- Attitude and emotions
- Process for managing resistance
- Syndicate exercise

Gaining Client commitment

- Attitude
- Levels of commitment
- Adopting right approach for client
- Closing techniques

2nd Client meeting role-plays

Participants will conduct client meetings and practice all of the skills they have learned during the workshop

Review and debrief – coaching for improved performance

Personal Action Plans

Finish 17:30 Summary & close