

David Forman Sales Performer



Develop the core skills of buyer-focused selling

A foundational programme for anyone in sales, where you will learn key skills and develop the confidence to apply them consistently, improving your performance and results!

Ideal for:

Those new to sales right through to those with extensive sales experience, but little or no formal training.

By the end of the workshop you will be able to:

- ▶ Understand buyer psychology, allowing you to move away from a product focus to a proven customer-centric sales process
- ▶ Plan ahead, create effective opening statements and know what outcomes you need from each client opportunity
- ▶ Build rapport and connection quickly and easily
- ▶ Make questions conversational to motivate a buyer and get a handle on your customer's needs
- ▶ Confidently articulate your value proposition and understand how to communicate benefits
- ▶ Create urgency in your customer
- ▶ Deal with pushback and objections with ease, gaining commitment in a confident and conversational manner
- ▶ Develop more productive behaviour through time and self-management
- ▶ Have the confidence to apply these skills consistently to improve your performance and results!

What's involved:

- ▶ Access to our sales knowledge diagnostic tool, which allows you to identify and focus on the areas where the greatest gains can be made – and create a feedback loop with your Manager
- ▶ 3-day face-to-face workshop, followed by an anytime access webinar with additional content
- ▶ Workbook, flash cards, online videos, tools and templates you can use immediately
- ▶ Development of an action plan, along with an application project which focusses your new skills back into your role on a real piece of work, that will benefit you and your organisation – with a David Forman certificate awarded upon completion

Contents includes:

- ▶ Buyer's Cycle of Motivation - the process customers work through when they buy
- ▶ The impact of your attitude on your sales success
- ▶ Communication – questioning and listening
- ▶ The Selling Model – a structured approach to improve your sales results
- ▶ Defining clear sales call objectives
- ▶ Opening with impact and WIIFM
- ▶ Building urgency in your customers
- ▶ Selling benefits and value
- ▶ Resist margin pressure – don't discount!
- ▶ Classifying and handling pushback
- ▶ Closing / up & cross selling
- ▶ Self/time management

Investment:

Available as a public programme at **\$2,295 + GST**.

Book and pay 30 days in advance for an earlybird incentive rate of **\$1,995 + GST**.

Book three or more people at once to any of our programmes and receive an **additional 10% incentive**.

Need tailored training?

[Get in touch](#) to talk about having us come to you and tailor this specifically for your team.



What people have said after completing this programme:

"I gained a much better understanding of the selling cycle and how I can apply that to my industry and goals. Our Facilitator was able to listen to each person's individual needs and offer ideas and support while continuing to teach the course material. This helped me relate it to my situation really well throughout the three days. Even the material I felt I DID know and understand was explained in a way to help me expand on that to take it further."

[Sales and Marketing Manager](#)

"Clear explanation was given on every topic accompanied with suitable practice to better understand/ get the hang of the situation. Our Facilitator managed to create a fun and engaging environment throughout the training."

[Business Development Executive](#)

"It challenged the way I think about the buyer's needs. Gave me the tools I need to deal with different situations and helped me develop systems to work more efficiently."

[Building Consultant](#)

"I have left the programme excited and enthusiastic about going out and dealing with customers – it's really helped my confidence and given me great tools go out into the world!"

[Sales Rep](#)

"The most valuable thing I've taken away is learning how to deal with most types of personalities, using my time more wisely, learning the art of closing a sale and most of all self-discovery and how to apply these skills in general life."

[Account Manager](#)

Find out more about our workshops at davidforman.co.nz
or call us on 09 912 9770