

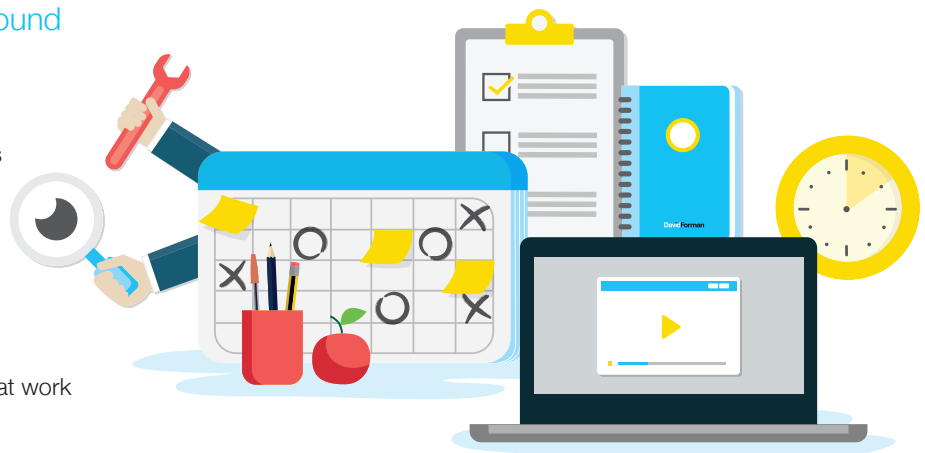
VIRTUAL SALES PERFORMER



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!

6-week virtual programme for around 2 hours per week

- ▶ Sales Knowledge diagnostic
- ▶ Online eLearning snacks with video tips
- ▶ Live webinars and discussion
- ▶ Online printable tools and templates
- ▶ On the job activities and forums
- ▶ Individual coaching
- ▶ Application project to apply skills back at work



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

- ▶ Use a robust structure to maximise the impact of every sales conversation.
- ▶ Understand buyer psychology and spot where your customer is in the sales process.
- ▶ Shift from product focus to customer focus.
- ▶ Set objectives for and open every sales conversation with impact.
- ▶ Build rapport and connection quickly and easily.
- ▶ Make questions sound conversational to motivate a buyer.
- ▶ Deliver solutions that get a yes.
- ▶ Confidently manage customer expectations.
- ▶ Deal with pushback and objections with ease.
- ▶ Gain customer commitment in a conversational and confident manner.
- ▶ Get more sales at higher margins.

Who should attend:

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

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.
- ▶ Commitment to up to 2 hours per week.
- ▶ Webinars, eLearning snacks, online videos, tools and templates you can use immediately.
- ▶ Development of an action plan, along with an application project which focuses 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.

VIRTUAL SALES PERFORMER



Programme Schedule

The Virtual Sales Performer is an interactive 6-week blended programme that will provide you with opportunities for engagement and interaction with your peers and facilitators. Through a variety of eLearning, videos, readings, on job assignments, and discussions, you will be guided through the programme and prepared for sales success.

| Week | Module/s | Delivery |
|------|---|--|
| 1 | Core Principles and programme fundamentals of selling | eLearning snack, video, webinar and discussion, assignment |
| 2 | Buyers Journey and DRIVE model | Video, webinar, coaching call |
| 3 | Develop Connections & Discover Needs | eLearning snack, video, webinar and discussion, assignment |
| 4 | Reveal Impact and Illustrate Value | eLearning snack, video, webinar, assignment |
| 5 | Validate Objections and Close | eLearning snack, video, webinar, coaching call |
| 6 | Explore and Extend | Webinar, final application project |

Webinars & Coaching Calls

Webinars are an opportunity for you to have conversations with your peers and facilitators in a live video format. Held every week at a set time during the programme, you will have the opportunity to review key material from the weeks content, both as a group and in peer groups.



One-one coaching calls are scheduled throughout the 6-week programme. This provides you with the opportunity to review your progress, ask specific questions about your current sales challenges, and get help on assignments.

VIRTUAL SALES PERFORMER LEARNING OVERVIEW & OBJECTIVES

Module 1



Core Principals and Fundamentals of Selling

Module 1 is an introduction to consultative selling and the consultative sales process. It challenges you on your paradigms to help you achieve the results you want.

Key Learning Objectives:

- ▶ Focus on your highest priorities and plan your week before the week begins
- ▶ Use DiSC to gain a better understanding of yourself and others
- ▶ Use questioning and listening to build trust

Module 2



The Buyer's Journey & DRIVE model

Module 2 is an introduction to understanding buyer psychology, allowing you to move away from a product focus to a proven customer centric sales process.

Key Learning Objectives:

- ▶ Identify where your customer is in the Buyer's Cycle
- ▶ Use the DRIVE model to move your customer through their buying journey

Module 3



Develop Connections & Discover Needs

Module 3 is the first step of the DRIVE model. It introduces you to the key concepts of building rapport and creating connections with your customer.

Key Learning Objectives:

- ▶ Question to build rapport and create connections
- ▶ Question to identify your customer's situation and needs

Module 4



Reveal Impact

Module 4 is where you learn to create tension for change by questioning.

Key Learning Objectives:

- ▶ Questions to help the customer build urgency and motivation to address their needs

VIRTUAL SALES PERFORMER LEARNING OVERVIEW & OBJECTIVES

Module 5



Illustrate Value

Module 5 is where you start to demonstrate value to your customer, choosing features that match their needs and personalise benefits.

Key Learning Objectives:

- ▶ Influence the buyer's decision by demonstrating value
- ▶ Choose features that match the customer's needs and personalise benefits
- ▶ Provide proof points to support your offering using customer stories

Module 6



Validate Objections & Close

Module 6 is where you will learn to deal with pushback and objections with ease, gaining commitment in a confident and conversational manner.

Key Learning Objectives:

- ▶ Use open questions to validate the objection
- ▶ Handle the objection using our well tested FIX model
- ▶ Use the appropriate closing technique

Module 7



Explore & Extend

In this final module we explore what questions we can ask to get feedback on our customers satisfaction levels and identify further sales opportunities.

Key Learning Objectives:

- ▶ Explore add-on sales opportunities and repeat business
- ▶ Techniques for quick problem resolution
- ▶ Build your referral network
- ▶ Build customer loyalty and advocacy