

IMPACTselling.com.au

Did you know that Sales Managers believe:

- Sales people ask good open questions only 57% of the time?
- That only 53% of their sales people listen well?
- That only 49% are able to handle objections well?
- That only 44% are able to present a valued value proposition?
- That only 58% of their sales people regularly ask for the business?*

*research with client sales managers

WOW!

**So HOW MUCH BUSINESS
are Australian companies**

LOSING?

So what then are successful sales people doing? Read on to find out...

Firstly, success doesn't happen by chance. Professionals have a firm grounding of essential selling principles and then they continuously work at it.

IMPACTselling provides sales people with those essential principles: a sales process, the tools, and the skills they require to get results. The program content and agenda is based on moving people through each of 'the 12 habits of successful sales people' over 3 action packed days.

The program is designed to build awareness, understanding, practice and confidence in each area.

- IMPACTselling uses the principles of adult learning to build interest, relevance and practical application for each participant.
- We use the principles of 'tell, show and do' to give each person opportunity to understand the process, use the tools, and apply the skills.
- Participants leave the program with a detailed on-the-job application task that acts as the basis of a follow-up and coaching plan by their manager.

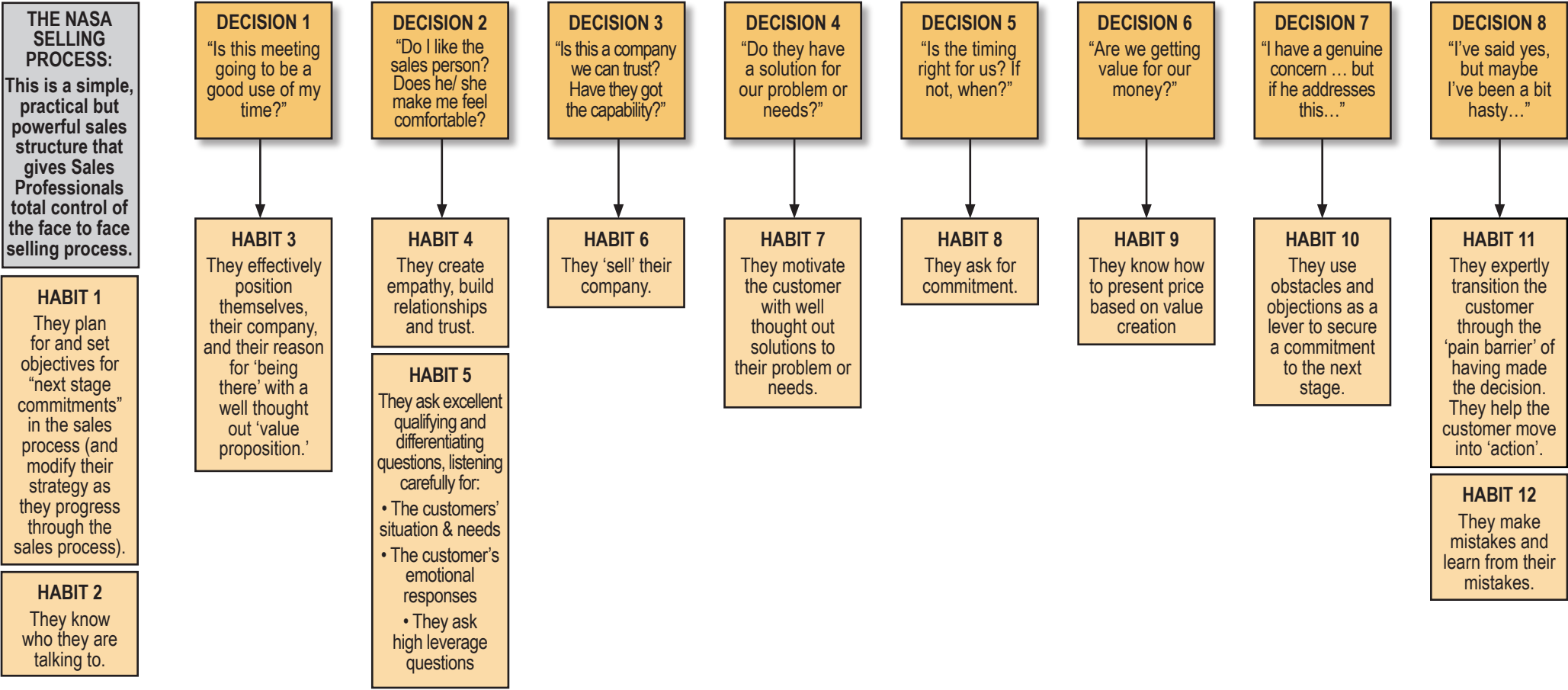
IMPACTselling: the 12 habits of successful sales people

The program content is based on 12 sections. Each section provides a detailed understanding of the principle of the identified habit, explanation and examples. It provides instruction, exercises and role-play on how to develop skill and confidence with that habit.

Participants are provided with a detailed and comprehensive work-book that acts as a resource kit for on-going reinforcement.



The customer has a process in their decision making – consciously or subconsciously. Successful sales people understand that process and are able to leverage each step.



Action Planner: Participants leave the program with a detailed on-the-job application task that acts as the basis of the follow-up and coaching plan by their manager.

Your trainer: IMPACTselling trainers have had many years experience selling in their own industries. As past Sales Managers, they have had to manage sales people and they all have solid experience in training sales people across many industries. Your people will be in really good hands – that's a promise!

Special Offer for Sales Managers: We encourage you to understand the program and what your people will be trained in – it will pay dividends for you. If you'd like to attend the program yourself so that you can better coach your people when they are back at work, we have great a offer for you. Pay only 30% of the program fees when you have booked at least one sales person on the program. This basically covers your costs of attending, so really it's a value-add offer for your business! Be our guest!

| THEIR HABITS | EXPLANATION | PROGRAM CONTENT |
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| <p>The NASA selling process: This is a simple, practical but powerful sales structure that gives Sales Professionals total control of the selling process .</p> | <p>The ‘12 habits of successful sales people’ fit within an overall structure: Needs analysis - understand the customer’s situation and needs Acceptance by the customer of the needs Solution to their problem or needs Agreement that your solution does address their needs Expert sales professionals instinctively work within the NASA structure. IMPACT- selling teaches participants how to leverage this structure to best effect.</p> | <p>We explain the NASA process and how it fits within the Simple Sale (selling to one decision maker) and the Complex Sales (selling to a group of decision makers and influencers). NASA is a 4 step process that gives you a powerful structure to your overall selling approach. It ensures that you understand and clarify all issues, needs and requirements BEFORE you recommend a solution. Using NASA as your selling structure creates maximum “Impact” for your results.</p> |
| <p>Habit 1: They plan for and set objectives for “next stage commitments” in the sales process (and modify their strategy as they progress through their sales process).</p> | <p>Expert sales people are “commitment seeking missiles”. They have a plan. The plan focuses on “next-step (in the sales process) commitments. The successful sales person has thought through and understands the steps of the sales process that the customer needs to go through.</p> | <p>We explain a structure for setting objectives at each stage of the sales. We ensure that participants leave with a working understanding of the ‘next stage commitment’ – what is the next stage of this sales process and what commitment I need to get there?</p> |
| <p>Habit 2: They know who they are talking to...</p> | <p>Successful sales people understand how to focus in on people who have the pain, have the money and can make decisions. They are able to navigate the complexities of decision making in complex sales situations. If they find themselves with the ‘wrong’ person, they are able to navigate to get in front of the ‘right’ person.</p> | <p>We give you a simple to understand framework to determine who are the decision makers and other key roles in the buying process. We explain the role of the coach, the technical or end user role and the financial buyer. You will understand why people make the decisions they do. Why people buy and why they won’t. The mindsets that customers find themselves in – growth and improvement, or fixing problems, or “neutral”.</p> |
| <p>Habit 3: They effectively position themselves, their company, and their reason for ‘being there’ with a well thought out ‘value proposition’.</p> | <p>They have worked out their competitive advantages and are confidently able to tell a story that inspires confidence. They are able to professionally ‘hook’ the customer in.</p> | <p>You will develop and practice your value proposition – a powerful way of ensuring that you and your company are well positioned in the mind of the customer. How to create “Impact” with your positioning.</p> |
| <p>Habit 4: They create empathy, build relationships and trust.</p> | <p>Successful sales people know how to relate to the range of people and styles they meet in the market. They know that customers don’t always have time for ‘chit chat’; they know how to create empathy and rapport based on intelligent conversation. They know how and when to quickly move to the point of their meeting. They know how to make the customer feel important and valued by focusing on their situation.</p> | <p>How to build rapport and empathy with prospects and customers – simple, but powerful strategies that help the customer feel comfortable with your approach.</p> |
| <p>Habit 5: They ask excellent qualifying and differentiating questions, listening carefully for:</p> <ul style="list-style-type: none"> • The customers’ situation and needs • The customer’s emotional responses <p>They ask high impact questions.</p> | <p>They have an expert grasp of the questioning process They know how to dig for information they can leverage off. They know how to find the pain points and the influences on decision making. They differentiate themselves as experts through their questioning, and listening skills. They are able to hear what the customer is saying and not saying: they can listen ‘between the lines’.</p> | <p>An essential strategy in selling is the need to ask good quality high-impact questions, and an ability to listen and understand the answers. We take the lid off the questioning skills subject and give you essential and powerful skills in questioning and listening. People will leave this program with well defined questioning strategies and the confidence to use them. You will build a customised set of ‘question funnels’ that will enable you to open any relevant subject and to dig deep to get essential answers that progress your opportunity. You will understand how to ask a variety of different types of question – open questions, situation questions, problem questions, implication questions, change questions, fact questions, and opinion questions.</p> |

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| Habit 6: They 'sell' their company. | They are able to position and influence the customer's decision making with confident and powerful arguments about the expertise and value of their company to the customers situation; "yes, you are in good hands" is the message received by the customer! | How to link features of your company to the customer's requirements, and needs, thus creating benefits or advantages of working with your organisation. Ways to ensure that the customer understands the capability of your company. |
| Habit 7: They motivate the customer with well thought out solutions to their problem or needs. | Successful sales people are able to inspire customers with well thought out 'winning arguments' based on solutions that the customer can see will make, a difference. They are able to solve the problems and satisfy the needs using confident and articulate cases. They know how to expertly use the benefits and advantages of their products and services to build a winning case. They strongly build the value and reduce resistance to price. | How to create powerful arguments as to the value or benefit of your solution. You'll work with a structure that gives you a strategy to link a solution to your customer's problem or need, and then link this to a benefit statement. All this builds the value proposition in the mind of the customer. |
| Habit 8: They ask for commitment. | Because they are 'commitment seeking missiles' successful sales people always ask for a commitment to the next step in the sales process. They are so confident of their solution, that they see no reason why the customer would say 'no'. | Understand the need to ask for a commitment, or an order. We explore the psychology of resistance to asking for a commitment, and we provide strategies and skills to help sales people become..."commitment seeking missiles"! |
| Habit 9: They know how to present price based on value creation. | Successful sales people understand that customers rarely make decisions based on price alone. Their step by step process builds value in the mind of the customer, and reduces price resistance. | We teach strategies through the selling process that help you build the value proposition in the mind of the customer. It's not about "tricks" to get the customer to agree to a price, but rather about ways of building "value" into each stage of the selling process until a point is reached where the customer "sees the value". |
| Habit 10: They use obstacles and objections as a lever to secure a commitment. | If the customer does say 'no', the expert sales person knows how to confidently overcome this challenge. They know that a 'no' may not mean 'no' - they know how to professionally and confidently leverage the objection to gain the commitment. They are not flustered by objections. | We present strategies to understand objections, and where they come from. Not all objections are a "no" – sometimes they are a request for more information, or even just a signal that "...you haven't convinced me.....yet". If all the previous steps of the process haven't been done well enough, then this session won't solve objections. But if you have moved each stage through with commitment, then a practical strategy to turn an objection into a "yes" is all you need. We practice this skill to build confidence. |
| Habit 11: They expertly transition the customer through the 'pain barrier' of having made the decision. They help the customer move into 'action'. | Successful sales people know that a customer can change their mind. They know how to work with the customer to move quickly into the "doing zone" in a way that makes them feel comfortable that they've made the right decision. Action gets them into this zone. In-action is a recipe for a mind change. They are not flustered by objections. | Customers sometimes feel "buyer's remorse" – they question if they have made the right decision. You don't want the customer to exercise their "cooling off period". We teach practical and ethical strategies designed to get the customer engaged in action which takes that "risk" away. |
| Habit 12: They make mistakes and learn from their mistakes ... | Successful sales people understand that every sales situation is an opportunity to learn. They understand that success comes with doing simple things, consistently well, with the right prospects and customers. They know that developing their professionalism comes with hard work and application. They know that every mistake is an error to correct their approach. They do this consistently and because of this they move on to greater heights. | Every experience is a learning experience – even mistakes. The best way to continue to build your expertise is to learn through doing. We build a framework to assist you to learn from each and every sales opportunity – self-coaching questions that will drive the on-going development of your sales success. |