

# Team Selling & SalesPro™

## SELLING For Professionals Who Sell

*A Special Application:  
GLOBAL ACCOUNT  
SALES TEAMS*

*This program has  
been successfully  
adapted to train  
cross-functional  
global sales teams  
that include account  
managers, engineers,  
manufacturing and  
administrative staff. A  
unique 8-step selling  
process that analyzes  
and meets customer  
needs is taught while  
building the  
effectiveness of  
each team.*

### Professional Selling vs. Professionals Who Sell

A number of years ago, studies were made of so-called “professional salesmen” vs. “professionals who sell.” The differences were telling and highly relevant to the design of this program. For example:

- Professional sellers try to persuade customers to buy through recitations of credentials, staff size and qualifications, program features and benefits, and previous clientele. Professionals who sell persuade customers first by refusing to ask for the business until they thoroughly understand the situation and needs.
- Professional sellers push hard for a “yes,” and seek closure as early as possible. Professionals who sell never ask for “yes” until they can prove to their prospective client that they have a full grasp of the problem.
- Professionals who sell never forget that their role is to reduce uncertainty. If the client knew exactly what he/she wanted, he/she would have no need for a professional. Thus, again, the all-important role of knowing the client and the client organization.

### Part 1

#### The Front End

#### Learning Objectives

The primary focus of this learning experience is the front end of the selling cycle; i.e., the processes and skills involved in developing a sound working relationship with prospects, determining their goals, problems, and needs in detail, and getting to the point where an intelligent sales campaign leading to closure can be constructed.

All salespeople, but especially those engaged in the sale of technical products or professional services, must be adept in handling the front part of the selling cycle. Failure to do so leads to failed sales campaigns, low closing ratios, and a great deal of lost time and money. Conversely, detailed studies of the highest producers show over and over again that it is their ability to create trust and confidence, and their ability to understand – as well as or better than their prospects – what is really needed, that account for their success.

Consequently, the skills covered in this workshop include how to:

1. Quickly and reliably establish a comfortable and open working relationship with a prospect.
2. Over time, gain increasing levels of respect and trust.
3. Develop a full picture of the prospect’s organizational situation, current and contemplated financing requirements, as well as human concerns.
4. Plan sales calls, which progressively lead to greater and greater levels of client confidence, and an eventual decision to buy.

### Part 2

#### Selling

#### What is Selling?

- The Defensive Side (keeping business)
- The Offensive Side (getting new business)
- The True Selling Situation

#### Why People Buy

- Business Needs
- Human Wants

#### How People Buy

- Steps in the Process

## Why and How People with Differing Personalities Buy

### The Basic Pattern for Finding and Strengthening Buying Needs

### Tailoring Probing to Different Styles

### Basic Listening Tips

### Inventing Good Questions

### Tools: the Qualifying Call Plan

### Post Workshop Activity

## Part 3

### Making a Sales “Presentation”

### What Makes an Effective Presentation

#### About Features

Package of Value Selling

Product, Service, Program, Organizational and Personal

#### About Advantages and Benefits

#### The Traditional Presentation Pattern

Variations on the Traditional Pattern

Shortfalls

#### The Reactive Presentation Pattern

#### Planning Sales Calls

What a Thorough Call Plan Includes

## Part 4

### Overcoming Objections

#### What Objections Are

How to Get in Trouble Fast

#### Where Objections Come From

Feature Based Objections

Value Based Objections

#### Unforgivable Objections

#### How Different Styles Tend to Object

#### Getting at the Cause of Objections

#### “Packaging” Answers to Objections

## Professionals who sell

The sale of professional services and technical products – financial services, management consulting, advertising, information technology, and so on – presents a number of unique challenges. Those engaged in this kind of selling tend to fall into one of two categories.

### Professionals Who Sell

- Are primarily knowledgeable about the effective use of their organizations’ capabilities.
- Depend primarily on gaining a complete picture of the client’s actual needs as clues to what should be recommended.
- Emphasize understanding of the real problem to gain credibility
- Seek to build trust and confidence by discovering and focusing on real needs.
- Refuse to seek agreement or commitment until the problem is genuinely understood.

### Professional Salespeople

- Are primarily knowledgeable about their own organizations’ capabilities.
- Depend primarily on the prospective client’s stated wants as clues to what should be presented or recommended.
- Emphasize clientele, staff expertise, programs and processes to gain credibility.
- Seek to build trust and confidence by offering solutions to stated wants.
- Press hard for early and frequent agreements and commitments.

### Two things need to be kept in mind:

1. “Professional salespeople” besiege most of our prospective clients. This creates a wall of cynicism and indifference about all salespeople.
2. Anyone who approaches such clients as a “professional who sells” will immediately stand out from the crowd.

## **Agenda**

### **The Professional Who Sells**

#### **Establishing the Initial Relationship**

- Creating a Climate for Communications
- Dimensions of Style
- Four Basic Styles
- Initial Style Adaptations
- Knowing Your Own Style

#### **Gaining Respect and Trust**

- Climbing the Ladder of Trust
- Factors that Build Trustworthiness
- Factors that Build Trust in Your Capabilities
- Gauging Trust Levels

#### **Developing the Prospect's Actual Needs**

- Securing General Background or Situational Information
- Identifying Potential Problems
- Tailoring Questioning Patterns to Different Styles
- Exploring the Implications of Problems
- Pinning Down Specific Needs and Requirements

#### **Communicating Information to the Prospect**

#### **Planning a Sales Campaign**

#### **Application Assignment**