

KAM High Performance Program: *Advanced Selling Skills* - Modules 1-4

Module 1

**Selling Fundamentals –
revision of the foundations**

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To gain more customer referrals
- To define the customers' buying cycle
- To define the benefits required by each customer
- To identify segments and segment the customers
- To identify the profile customer

Assessed Output Task

Present the completed customer segmentation and ideal profile

High Performance Scorecard

- I can explain the value I bring as a sales person
- I can explain what selling is and what it is not
- I recognise that my sales effectiveness rests on my customer knowledge
- I have a plan to increase my number of customer referrals
- I can explain the buying cycle my customer uses
- I can explain why not all my customers are buying now
- I can define the specific benefits each of my customers are seeking
- I can explain the benefits delivered by the features of my products/services
- I have selected relevant segmentation criteria and commented my customers my profile customer

Module 2

**Common Mistakes to Avoid
– and why we all make them**

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To recognise the most commonly cited sales mistakes
- To understand the skills of listening
- To understand the idea of body language
- To be able to deal with an irate person
- To use the six core questions to test effective listening

Assessed Output Task

Present the core techniques of listening skills to an audience

High Performance Scorecard

- I can explain the most common mistakes made by sales people
- I recognise the communication skills are key to effective selling
- I can demonstrate the 4 skills of "attending"
- I can demonstrate the 4 skills of following
- I can demonstrate the 4 skills of reflecting
- I can explain the core ideas behind body language or non-verbal communication
- I can give examples of body language which would cause me to stop and check
- I can explain the simple sequence to deal with an irate person
- I know the 6 core questions to test effective listening
- I make time during the call review to consider my listening and understanding

Module 3

**Preparation for the sales
meeting**

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To explain the importance of preparation
- To explain how to set call objectives
- To define the research to be done
- To ensure my online profile is in line with my professional status
- To plan the 'close' of the meeting

Assessed Output Task

Present the completed preparation template for one customer

High Performance Scorecard

- I can explain the dangers of not preparing properly for the call
- I can explain how to set call objectives
- I can define the purpose and expectation for the meeting
- I know the customer's expectation for the meeting
- I can explain the research I must do before the meeting
- I research the people I will meet and prepare a suitable introduction
- I realise the customer will research me and so ensure my online profile is professional
- I anticipate and prepare for the customer's likely behaviour during the meeting
- I can explain how to write a call agenda
- I prepare for the 'close' of the meeting and my objectives

Module 4

**Starting the Sales Meeting –
getting it right from the start**

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To explain the importance of the first impression
- To explain the role of emotion
- To explain the 6 techniques for creating positive rapport
- To understand the importance of uncovering the customer's objectives
- To plan ways to start the meeting

Assessed Output Task

Prepare and present a call meeting plan using the standard template

High Performance Scorecard

- I can explain why the first few seconds of the encounter are so important
- I can explain why many buying decisions are taken before the sales process ends
- I can explain how emotion and feeling impact the sales process
- I can explain how non-verbal communication impacts the impression
- I can explain why smiling and eye contact is so important
- I know the importance of taking and showing a genuine interest in others
- I know the importance of finding topics of mutual interest
- I can explain why I must clarify the customer's expectations at the start
- I define the information I need at the start
- I know how best to start each meeting

KAM High Performance Program: *Advanced Selling Skills* - Modules 5-8

Module 5

Customer Needs Analysis and the search for value

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To understand the importance of defining the customer's needs
- To recognise the types of questions
- To understand the strategy of questions
- To practice using questions
- To know how to uncover hidden needs

Assessed Output Task

Assess a customer's needs and review this list with the customer

High Performance Scorecard

- I recognise the critical importance of understanding my customer's needs
- I can explain how to use open and closed questions
- I know the 6 core open questions
- I can explain how to use the 6 questions
- I know how to create question flow
- I can explain how to use questions to create a need when it is not clear
- I have defined the core needs for all my customers
- I have tested this understanding with the customer
- I plan the answers to questions I expect from the customer
- I plan my core questions to be used before the meeting starts

Module 6

Presentation and Close – getting agreement

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To understand the components of the presentation
- To know how to set the scene
- To be able to present benefits to meet needs
- To understand how to explain the solution
- To know how to close the sale

Assessed Output Task

Present the sales presentation for a forthcoming meeting

High Performance Scorecard

- I recognise that I must not present solutions until I fully understand the needs
- I identify the few core benefits
- I know how to sell the benefits
- I can explain how to confirm interest before I make the presentation
- I can explain how to summarise the situation
- I can explain benefits of summarising the situation before the presentation
- I know how to state the solution
- I understand the importance of agreeing the next step
- I can explain how best to close the sale
- I confirm the meeting agreements and next steps verbally and in writing later

Module 7

Questions and Objections – anticipation and technique

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To explain how to handle questions
- To explain how to deal with objections
- To know when to respond with another question
- To know how to determine if an objection is real
- To recognise the benefits of anticipating questions and objections

Assessed Output Task

Present the expected questions and objections along with responses

High Performance Scorecard

- I can explain why getting questions and objections can be helpful
- I recognise the need to know why a questions has been asked
- I can explain when it makes sense to answer a question with a question
- I recognise the need to check that my answer is sufficient for the customer
- I can explain the reasons why customers make objections
- I can explain the importance of fully understanding the objection
- I can explain how to deal with the vague objection
- I can explain a false objection
- I can explain how to test and deal with a false objection
- I identify likely questions and objections in advance along with the answers

Module 8

Post Meeting Follow Up – making sure it all happens

Tutorial

Individual Pre **Group** **Individual Post**

90 minutes

Module Objectives

- To explain the importance of following up the agreement
- To explain the importance of taking responsibility for follow up
- To explain how to follow up
- To reflect on the learning
- To capture the learning in the personal development plan

Assessed Output Task

Prepare and present a follow up plan for the customer

High Performance Scorecard

- I recognise that the process does not stop once I have the agreement
- I recognise that customers commonly complain about poor follow up
- I realise that I must take responsibility
- I always confirm the next steps verbally before I leave the customer
- I always confirm the next steps in writing immediately after
- I have a simple template format to define the agreement steps
- I ensure that colleagues know what is required and follow through
- I always update the new learning
- I take time out to reflect on the learning for me and revise my development plan
- I define those things I will change next time