

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Solution Selling

Course Overview

This highly practical and interactive training Program will enable account managers to understand the principles and techniques of solution selling. Most important of all be able to apply solution selling tools, which will enable delegates to become more effective in a variety of direct and indirect sales situations.

We begin by examining the difference between selling solutions and commodities enabling account managers to understand these key differences to increase the parts of their own approach into becoming more solution orientated. Next, we examine an approach towards being customer centric, which enables account managers to see the different phases that people go through when they decide to change a product or a system.

Having this understanding of customer centered selling enables account managers to be more strategic, more planned, and more effective in their overall approach. We end the training by looking at how to sell benefits more effectively, how to handle objections, how to close then finally how to track and maintain excellent relationships with customers. The training is supported by frequent practical exercises and role plays is underpinned by an innovative approach towards action planning which helps every delegate to capture information in the moment then transfer it into work later.

Approach

This training event promises to be enjoyable, interactive and aims to help every one of your account managers to get better results.

Duration

- 2 Days



Training Objectives

- Understand the difference between selling solutions and selling commodities.
- Be thoroughly aware of the different phases involved in changing a product or system and how this awareness influences my approach.
- To use an established structure for face to face meetings and this works consistently for me every time.
- To use the XD Cam structure for face to face meetings, I understand it, use it well and it is helpful to me.
- Put together a solid "return on investment" story, on the spot, for a customer and this helps me in sales situations.
- Feel comfortable, adept and persuasive when presenting the benefits of company's products.
- Have a structure for handling objections on the telephone.
- Have a structure for handling objections face to face.
- Feel comfortable and adept in handling of telephone objections.
- Feel comfortable and adept in the structure for handling face to face objections.
- Understand the main closing techniques and use them regularly to great effect.
- Confident in my closing abilities. Tracking and maintenance of clients is systematic and works well for me.

Course Outline

- Solutions selling.
- Distinguishing solution selling from commodity selling.
- Understanding importance of needs in solution selling.
- Implied needs and explicit needs.
- Introduction to customer perspectives.

Day One

- Welcome and introduction.
- What is solution selling?
- The customer journey.
- Structured selling with XDCAM.
- Advanced questioning skills.
- Building stories.

Day Two

- Welcome back.
- The solution selling benefits.
- Building the agreement staircase.
- Overcoming objections.
 - Emotional
 - Genuine disadvantages
 - Rational
- Successful closing.
- Tracking for success.
- Personal action planning.