

## **Advanced sales - module 03**

### **Spin selling training 1/2**

The psychology of customer needs. Opening the call. Uncovering and developing customer needs. The Selling Skills model. Situation Questions. Problem Questions. Implication Questions. Need-payoff Questions.

- Have analyzed the strengths and weaknesses of present selling style
  - The psychology of customer needs
  - Understand how major buying decisions are made
  - The influence all members of a decision-making unit
  - Have demonstrated the key behaviors used by effective salespeople in their verbal interactions with customers
- Role-plays and simulation process

### **Spin selling training 2/2**

Demonstrating Capability. Practical tools to analyze and organize a Persuasive Case. Obtaining Commitment. Objections – prevention and handling. Methodology & practical issues. An Interactive approach to learning

- Have a framework for planning sales calls in terms of these behaviors
- Have practiced behaviors that greatly reduce the likelihood of objections
- Have frequently and objectively measured their performance compared with the skilled behavior model and created an action plan for continued development of the skills after the module.

Role-plays and simulation process

### **Negotiation skills Training 1/2**

- Setting objectives and fallbacks.
- Evaluating strengths, weaknesses and power.
- Creative, leveraged trades.
- Tradable issues and trade-offs.
- Best, target and worst trading limits.
- Calculating the other party's position.

### **Negotiation skills Training 2/2**

- Using a structure based on the four stages of the negotiation to plan for each stage.
- Common ground, long-term v. short-term.
- The researched behavior success model.
- Comparison of own behaviors with those of the research model.
- Handling the other party's tactics.

Role-plays, both selling directions.

## **Cross Selling and Up - selling Techniques 1/2**

- Fundamentals
- Specific techniques in Cross Selling & in Up Selling
- Importance of cross and up selling
- Customer Requirement
- Additional Sales & Customer Loyalty
- Reinforcing links
- Timing for cross and up selling
- During Product Offer & During Questioning
- During making the Choice
- During Calculation of the cost
- Upon the Decision & During Payment time
- Importance & calculation system

Custom made system

## **Cross Selling and Up - selling Techniques 2/2** Customer information and market segmentation

- Behavioral variables
- Hi/low spender
- Local/international calls
- Daytime/night-time caller
- Used and consumed services
- Psychographic variables
- Personality Attribute such as Positive/Negative, or Introvert/Extrovert
- Motives such as social, business, technical usage, show off, security
- Life style such as fashion, sport, business

## **Key Account Management 1/2**

- Recognize which customers are key accounts.
- Understand the scope of the key account management role.
- Recognize the stages of a key account relationship.
- Develop a strategic key account plan.
- Identify the potential in your customers.
- Use professional business analysis tools.

## **Key Account Management 2/2**

- Develop internal teams to meet the needs of key accounts.
- Identify and develop relevant KA database.
- Utilize internal resources in a virtual team environment.
- Understand the impact of key account management on internal communication and customer records.
- Develop a strategic plan for a customer - and get feedback.