



Solution Selling

Course aims

Solution Selling is a 2 or 3 day training course suited to companies that need to sell high value services, where a number of people are often involved in the buying process, and that a good long term relationship with the client is a key to success. The aim of the course is for the participants to hone their sales skills by learning, through experience, a structured sales process.



How it achieves its aims

The course is interactive with over 70% dedicated to skill practice through a role-play. The power of the role-play is that it reflects real life. Delegates sell in teams to a fictitious organization consisting of different people and business issues. The participants become totally involved in the event, learning about their personal strengths and weaknesses as well as about their sales skills.

Who will gain from it

Solution Selling is for field sales, pre-sales and consultants who are looking to sharpen their skills and improve the disciplines needed to achieve success in high value service related sales. The course is customized to reflect your company's products and services.

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Benefits

Increased value of sales

- identifying the real business value of the sales proposition
- using a disciplined approach to winning the business
- succeeding with different personality types
- sharpening individual questioning techniques
- improved confidence in sustaining prices

Shortened sales cycle

- identifying clearly where you are in the sales cycle and what to do next
- extract maximum value from meetings and sales activities

Example agenda (role-plays run throughout the course)

Day 1	Day2	Day 3 (optional)
Exercises in communication (real situations that work/not work for delegates)	Recognizing and dealing with different people types (including yourself)	Presenting a solution that meets the buyer's requirements
A structured approach to building relationship in sales meetings.	Surveying requirements (Questioning and listening skills)	Closing, handling fears and concerns (yours and the buyers)
Agreeing meeting objectives and building confidence in you, and your services	Testing for understanding and commitment	
	Handling group meetings	