



Training  
programme

## SALES INTERVIEWS 1

in-room  
or on-line

### ■ OBJECTIVES

- ▶ *Structure your prospect interview process.*
- ▶ *Find out exactly what their needs and expectations are.*
- ▶ *Formulate your arguments according to their profile.*

### ■ CONVICTIONS

- ▶ When the differentiating factors of the offer are weak from the prospect's point of view, the human factors in the sales meeting count threefold.
- ▶ Sales people are often focused on their offer and their objectives, more than on their prospect. They tend to be too quick to argue about their Company or offer.
- ▶ Their discovery questions are often too basic in the view of the prospect. Hence the need to organise and formulate the questions in a pleasant and rewarding way. Salespersons will increase chances to get more accurate information than competitors. They will also gain a better understanding in the subsequent purchasing process.
- ▶ This information enables to better target and present the offer, according to the identified profiles of the people involved in the purchasing process.

### ■ TARGETS

- ▶ Professionals of all levels who have BtoB or BtoC sales interviews or meetings. From the young Salesperson to the Sales Director, everyone progresses in this training. Prerequisite: a minimum of experience in sales interviews.

### ■ CONTENT

1. You organise your sales conversation into the 5 "OICMD" buying steps. You learn a detailed step-by-step questioning strategy to strongly involve your prospects. You prepare a fine-tuned approach with well-chosen and well-formulated questions. You gather their explicit needs and hidden expectations without reformulating them. You find psychological ways to create understanding between you and the customer.
2. You adapt your arguments to the buying motives identified in your prospect. You choose the Features - Advantages - Benefits to convince easier each prospect. You express your best "FAB" arguments with confidence and precision. You share good practices among the group members in a positive atmosphere. You create with the group a bank of arguments adapted to each buyer profile. Your practice and the teambuilding effect motivate you to sell differently, better and more.

### ■ METHOD

- ▶ You benefit from presentations and exercises to make our tool box your own. You have allocated times to prepare, conduct and improve key selling steps 1 and 2. You simulate with them your foreseeable coming up commercial situations.
- ▶ You review your videos in private with the trainer, who gives you detailed feedback. At each video review, you receive specific practical recommendations. So you integrate your new learnings from exercise to exercise during the training.
- ▶ You evaluate yourself and the training: at start, at the end, and 1 month later.

### ■ MODALITIES

- ▶ In room: 2 consecutive days with 2 trainers and 2 rooms. Advantage : participants relations.
- ▶ On-line: 4 mornings + 45mn individual feedback per afternoon + 1h work on the 3rd day. You receive in advance the objectives, programme, login code and participant manual. Advantages: you practice useful tips for remote sales and receive more in-depth feedback.
- ▶ If you have a disability, please contact us to find a suitable accommodation.
- ▶ Price 1880 € excl. tax per participant. In-house price: please contact us.