



Training
programme

SALES SKILLS

in-room
or on-line

- **OBJECTIVES**
 - ▶ *Organise more thoroughly the sales interview process*
 - ▶ *Establish the right rapport with the prospect or client*
 - ▶ *Find out more precisely their needs and expectations*
 - ▶ *Define their buying profile and adapt the selling points.*

- **CONVICTIONS**
 - ▶ From the prospect's point of view, if the offer's differentiating factors are weak, then the human factors in sales discussions count triple!
 - ▶ Salespeople are often more focused on their offer and their objective than on their prospect. Hence the tendency to present their company or their offer too early.
 - ▶ Discovery questions are often perceived as too basic. Hence the importance of organising and formulating more relevant questions. More precise answers will enable the salesperson to better adapt and defend the offer.

- **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.

- **ORGANISATION**
 - ▶ **15 hours in-room:** 2 full days, 2 senior trainers, 2 rooms, fast paced training. The right choice for your face-to-face sales and for a stronger teambuilding or network effect.
 - ▶ **or 18 hours on-line:** 4 mornings 9h-12h45 + 45mn individual feedback each afternoon. The right choice for on-line sales and for more in-depth and relaxed private coaching.

- **CONTENT**
 1. You organise your sales conversation into the 5 “OICMD” buying steps. You learn a step-by-step questioning strategy to strongly involve your prospects. You prepare a detailed approach, using carefully selected and formulated questions. You will identify not only explicit needs but also hidden expectations. You will find psychological ways of reinforcing the customer's interest.
 2. You adapt your arguments to the buying motives identified in your prospect. You choose the “Features - Advantages - Benefits” that fit their buying profile. You express your best “F-A-B” arguments with confidence and precision. You share best practices within the group, in a positive atmosphere. With the group, you create a bank of arguments adapted to each buyer profile. The practice and team-building effect will motivate you to sell differently, better and more.

- **METHOD**
 - ▶ You benefit from presentations and exercises to make the Forplus toolbox your own. On site, you prepare, conduct, and improve essential steps of the sales process. You simulate future sales meetings, which will then run more smoothly.
 - ▶ You review your videos in private with the trainer, who gives you detailed feedback. At each video review, you receive specific practical recommendations. This way, 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.
 - ▶ In case of a disability, please contact us to arrange accommodation.