

# Customer - Focused Selling Strategies

## INTRODUCTION

- Today's rapidly advancing technologies and competitive environment are transforming the business landscape in a way that requires a shift in thinking with respect to traditional sales and marketing methods. Developing strong customer-focused relationships is critically important for promoting sustained revenue growth in a difficult and demanding marketplace. Unfortunately, marketing dollars are wasted if valuable prospects are contacted by salespeople who cannot present themselves, their products, or their organisation in a professional manner.
- This interactive Customer-Focused Selling Strategies training seminar is designed to give delegates the communication skills, persuasion strategies, and negotiation techniques they require to overcome objections, close sales, and improve customer service. The emphasis of this training seminar will support delegates in developing the skills and confidence needed to increase sales effectiveness and promote new business opportunities. There is no substitute for a well-trained and highly-motivated sales team!
- Employ effective questioning and listening techniques to uncover customer needs and expectations
- Incorporate nonverbal communication strategies to enhance presentation skills
- Utilize time-proven negotiation techniques and persuasion skills
- Address and resolve customer objections and close the sale
- Develop prospecting skills to target new business opportunities

## OBJECTIVES

By the end of this training seminar, delegates will be able to:

- Create an action plan and prioritize to maximize selling effectiveness
- Use a customer-focused selling approach to close more sales in less time
- Customize your sales presentation to appeal to each of the four customer "buying styles"
- Incorporate Social Media marketing best practices to increase sales revenue
- Proactively manage key-account customers to promote additional sales
- Effectively organize their schedule to achieve sales goals and build a pipeline

## TRAINING METHODOLOGY

- This Customer-Focused Selling Strategies training seminar encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

## ORGANISATIONAL IMPACT

- Foster a company-wide professional sales culture
- Increased revenue growth through higher sales effectiveness
- Expanded market penetration through sales territory management
- Improved customer satisfaction and loyalty
- Increased employee morale and retention

## PERSONAL IMPACT

- Increased sales effectiveness
- Advanced negotiation, persuasion and presentation skills
- Greater job satisfaction and career advancement potential
- Improved daily productivity through goal setting and time management techniques
- Enhanced communication and interpersonal skills

## WHO SHOULD ATTEND?

- This Customer-Focused Selling Strategies training seminar is for anyone who desires to expand their expertise in sales best practices and procedures. Delegates do not require any previous sales experience to benefit from this training. This Sales & Marketing training seminar is suitable for a wide range of sales professionals, but will greatly benefit:
  - Sales and Marketing Managers
  - Territory and Key Account Sales Representatives
  - Inside and Outside Sales Representatives
  - Sales Support Team Members

## Course Outline

### Communication and Interpersonal Skills Development

- Listening and Questioning Skills to uncover Customer Expectations
- Telephone and Voicemail Selling Techniques
- Words and Tones to Avoid
- Engaging your Customer's preferred "learning style"
- Interpreting the meaning of Nonverbal Communication
- How to Identify a Customer's "buying style"

### Principles of Persuasion and Negotiation to Increase Sales Effectiveness

- Reasons Why Customers Don't Buy
- Dr. Robert Cialdini's Principles of Persuasion
- Selling with Emotion not Logic
- Value Selling: Selling Benefits not Features
- Win-Win Negotiation Strategies to gain Customer Agreement
- How to Overcome Sales Objections and Customer Procrastination

## Harnessing the Power of Social Media to Make More Sales

- Benefits of using Social Media to Increase Sales
- Keeping-up with Changing Technology
- 10 Smart Ways to Increase Online Sales through Social Media
- How to Avoid Social Media Selling Mistakes
- Social Media Best Practices for Sales Professionals
- Leveraging Blogs, Twitter, Facebook, YouTube, and LinkedIn

## Delivering Superior Customer-Focused Service After the Sale

- The 7 Traits of Highly-successful Salespeople
- Using Customer Service to Generate Sales
- The 4 Cornerstones of Customer Service Excellence
- How to Work with Difficult and Demanding Customers
- Going the “extra mile” to exceed Customer Service Expectations
- Getting Feedback from Customer Satisfaction Surveys

## Developing Your Customer-Focused Selling Action Plan

- Handling Rejection with a Positive Mental Attitude
- Prospecting and New Business Development
- SMART Goals for Business and Personal Development
- Time Management Tips to Increase Daily Productivity
- Stress Management Techniques
- Creating an Action Plan