

SALES DISCOVERY

FOR SALES PROFESSIONALS

Effectively question, listen and communicate to uncover opportunities and position yourself to win!

DURATION - 2 DAYS (14 HOURS)

HOW YOU WILL BENEFIT...

Receive coaching and feedback from a professional coach

Practice a questioning process to mine for opportunities

Discover the three keys to providing value to your customer

Learn what to listen for in customer conversations

Develop questions designed to gather the needs and decision criteria of the customer

Learn and practice persuasion and assertive techniques in communication scenarios

Discover your selling style

Learn how to design a presentation to align with the needs and decision criteria of your customer

Utilize a process for responding to objections and tough questions

Practice the implementation of responding to the tough questions

Deliver an aligned presentation based on the products and services you sell



COURSE TOPICS

EFFECTIVE COMMUNICATION

- The importance of communication
- The three elements of providing value in sales

EFFECTIVE LISTENING

- Three types of listening
- Develop active listening
- Listening for red flags and green flags

QUESTIONING

- Needs and decision criteria defined
 - Questioning process
 - Discovery conversations
 - Follow-up questions

COMMUNICATION STYLES

- What is my Selling Style?
- Strengths of my style
- Trouble spots of my style
- Reading other styles
- Application of communication styles

HANDLING QUESTIONS

- Steps for effective Q&A
- When to answer questions
- Maintaining control & credibility
- When you don't have the answer

TOUGH QUESTIONS & OBJECTIONS

- Process for responding to tough questions
- Responsive acknowledgement
- Power of persuasion

PRESENTATION ALIGNMENT

- Develop structured body
- Align the solution with the needs and decision criteria of the customer

IMPLEMENT TO IMPROVE

- Satori
- Kaizen
- 21-day habits
- Personal action plan

CONTACT US!

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Executive Transformation