

SSM 11 – SALES MANAGEMENT

INTRODUCTION

This training programme aims to add value to the marketer by developing the principles of structured selling and negotiation with a focus on practical role playing exercises. It will enable participants to practice the techniques in an environment where instant feedback speeds skill development.

Participants will be introduced to the structured approach to the professional selling process and to build on this in developing negotiating skills useful in major project negotiations or negotiations with customers or product distributors. They will also be able to develop skills in the use of the selling and negotiating tools and techniques, thus developing further their performance and job satisfaction through enhanced skills.

This workshop will present ideas and information through presentations and participative discussions. It provides an opportunity to practice and develop current skills through active role playing and exercises. The practical exercises will build skills in a structured approach to selling and negotiating, and in using typical selling tools as well as major techniques.

WHO SHOULD ATTEND?

This programme will provide a comprehensive introduction to many of the facets of professional selling and negotiating needed by the professional salesperson and marketer, either in a domestic situation or when traveling to foreign markets and dealing with customers, agents and distributors.

It will help you to better market your own company products. It will add value to:

- Professional salespersons and marketers (including export marketers) at all levels
- Sales managers and key account executives who feel they may be drifting away from good practice and basics
- Senior Executives who occasionally need to travel and to be involved in selling or negotiating.

PROGRAMME CONTENTS

Session 1 - The role of the salesperson:

- The role, skill and qualities of the salesperson
- Getting to know your buyers
- Developing an understanding of buyers
- A profile of the buying organisation that can be used in selling and negotiating

The structured call

- The typical structured selling process
- Using the available selling tools to support the sales presentation
- Using the sales literature, product talks etc., effectively

Session 2 - Developing skills and working to sales objectives

- Establishing customer needs and selling against these needs
- Selling benefits derived from the proposition, not the product features
- Recognizing and adapting the various selling styles to suit a situation
- Using the body language positively
- Handling and overcoming objections
- Working to increase the sale

Negotiating with major accounts

- Understanding the process of win-win negotiating
- The four typical stages in the negotiation process
- Negotiation styles
- Developing a model to assist in understanding and processing negotiations

Session 3 - Feedback & negotiating in distributor management:

- Sources of feedback data to use in active distributor management
- Developing an understanding of the key stages and processes in giving effective feedback
- Feedback styles
- Adapting the negotiating process model to distributor feedback to create or gain commitment to change
- Using selling skills in managing and motivating distributors