



Business to Business

KEYBA Sales Training Program

COURSE DESCRIPTION

Experience an interactive sales training program that will provide you with a professional sales tool kit and the resources to increase your profits and grow your business.

This program will teach you how to sell to the general public or to a business owner. Discover how to engage customers, win their approval and increase opportunities to close the sale.

Moreover, learn how to develop new business while keeping and growing your existing clientele with the products and services you offer.



Course and delivery is customised to your business needs

WHAT YOU WILL LEARN

- ◆ How to approach a customer in a friendly and engaging manner
- ◆ How to open up a conversation with a customer
- ◆ How to identify the customer's personal or business needs by asking open-ended questions
- ◆ How to match and educate customers on your products and services
- ◆ How to demonstrate your products
- ◆ How to sell the features and benefits of your products and services
- ◆ How to cross-sell and upsell other products and services
- ◆ How to read the client through verbal and non-verbal buying signals
- ◆ How to overcome objections
- ◆ How to trial close the customer through soft, hard and alternative closing techniques
- ◆ How to ask for the order and close the sale
- ◆ How to promote the value to the customer so they come back to you

Please visit our website or call for enquiries and bookings:

www.keyba.com.au

1300 4 ADVICE



Why train with us?

- ◆ Take-home course manual
- ◆ Class experience relevant to industry
- ◆ KBA Certificate of completion
- ◆ Experienced, professional and friendly instructors



COURSE OUTLINE

GETTING STARTED

Professional Sales Role
Stocktake Yourself
How well have you planned for 'getting started'?
How do you sell yourself and your company?
Sell your point of difference and why customers buy from you!
Building a Strong Relationship with Customers
Asking Open-Ended Questions
Qualifying a Customer Before You Start the Sales Process
Understanding Suspects versus Prospects!
Finding the Right Client
Where do you currently source your leads for your business?
Is your company set up with the following?
Your Company Database
How good is your sales kit?



BUILDING FOUNDATIONS

Sell your line-up of products and services!
Product Offerings
What key questions do you need to ask to identify 3-4 hot points?
Developing Campaigns
Prospecting and Dealing with Rejection
Telephone Prospecting and Dealing with Rejection
Hunting and Fishing for Opportunities
How do you segment the clients you want to deal with?

Planning Your Appointment
Reading the Client through Verbal Buying Signals
Reading the Client through Nonverbal Buying Signals
Presenting at the Appointment

TAKING LEADERSHIP

Selling the Features and Benefits of Your Products
Selling the Added Value and Benefits of Your Service
Demonstrating Your Products and Services
Understanding Trial and Alternative Closes
Know the Objections to Know What to Say Next
Know the Objections Before You Begin
How to Open Up Objections and Close the Sale / Using comparisons
Begin with the End in Mind
Getting Orders Over the Line / Setting Up Referrals to Win
Closing the Loop for More Opportunities
The 12-Step B2B Sales Process
The perfect appointment

LINKING STRATEGY TO ACTION

Profiling a Customer Opportunity
Measure Your Closing Ratio on A, B and C-Class Opportunities
The Sales Funnel
The Prospect Pipeline Report
Weekly Planner
Looking at Your Game Plan
What is your action plan?