



Business to Consumer

KEYBA Customised Sales Training Program

COURSE DESCRIPTION

Engage your company to experience an interactive sales training program to grow the sales in your business. This customised training program will provide your company with a professional sales tool kit to give you the resources to grow and develop your staff with more profitable sales results.

This program will teach your sales professionals 'How to Hunt and Fish for Opportunities' in today's competitive marketplace.

They will be focused on developing 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?



- 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 11-Step Business to Consumer 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?

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?

