

# Improve your sales techniques intensive workshops

Hands-on course of 2 days - 14h

Ref.: VEN - Price 2024: €1 300 (excl. taxes)

How can you reach the right person to grow your sales volume? What approaches can be used to identify and target customer motivations and needs, create value, and set you apart from the competition? This training-workshop will enable you to develop and consolidate your commercial know-how and skills.

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

- Improve the effectiveness of first contact
- Enhance your collection of strategic information
- Bolster your case and set your offer apart from the competition
- Detect buying signals to seal the deal

## TEACHING METHODS

Active and participatory instructional methods. Alternating theory and practice, and how they apply to the participants' context and experience

## ROLE-PLAYING

Progressive practical workshops on hard and soft skills (more than 50% of the training time). Filmed role-playing. Toolbox.

## THE PROGRAMME

last updated: 01/2023

### 1) Making an appointment with a decision-maker

- Structuring an active referral: getting a referral.
- Identifying why the other person would want to meet with you.
- Communicate that benefit to him or her enthusiastically.

*Hands-on work* : Workshop: Identify the people in your portfolio from whom you can obtain a recommendation.

### 2) Gaining trust in the first few minutes

- Better understanding the customer and building trust: 4x20 rule.
- Using the four vectors of communication: voice, posture, gaze, physical presence.
- The importance of non-verbal communication.
- Addressing a defensive, reserved attitude.

*Role-playing* : Workshop: Sales pitch. Present your company in one minute (filmed and analyzed).

### 3) Identifying the needs and motivations for a purchase

- Discovering the client's strategies: objectives, constraints, issues.
- Identify the influence network.
- Setting sales priorities based on the buyer's objectives.
- Determining your contact's motivations.
- Use discovery tools: Questions, empathy, active listening, rephrasing.
- Identify your contact's communication style and adapt to it.

*Role-playing* : Workshop: Apply discovery tools in a brief contact setting. Group debriefing.

## PARTICIPANTS

Salespeople and technical salespeople.

## PREREQUISITES

Experience in B to B sales is required. Good knowledge of the fundamentals of sales techniques.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

#### 4) Honing your argument

- Choose arguments based on information collected in the discovery phase.
- Build and structure your argument.
- Know how to communicate in terms of client benefits.
- Selling by proof.
- Stand apart from the competition.
- The three price presentation techniques.

*Role-playing : Workshop: Presenting the solution directly related to the needs identified during the discovery phase.*

#### 5) Addressing objections

- Attitudes to adopt in face of objections.
- Three key steps to addressing objections.
- Addressing techniques.

*Role-playing : Workshop: practical training on the most frequent objections.*

#### 6) Get the customer's commitment

- Detecting buying signals.
- Choosing the right way to seal the deal.
- Capitalizing on knowledge: Readout of the interview.
- Mastering loyalty strategies to make each customer an ambassador.

*Role-playing : Workshop: recognize buying signals and warning signals. Effectively concluding the sales meeting. Writing the readout.*

## DATES

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REMOTE CLASS

2024 : 11 Jul, 03 Oct