

Persuasion Skills for Non-Traditional Salepeople

(This program is designed for customer service providers, public relations account executives, accountants or lawyers who aren't yet comfortable with suggesting additional products/services, even when they will be beneficial to the clients.)

How can you politely suggest additional services to clients without seeming pushy? What is the proper way to broach an added service without offending the client? How can you make sure the client appreciates your suggestions? How should you handle resistance?

This program is designed for anyone who has responsibility for providing information to customers or potential customers to help her/him decide to use your company's services. Anyone would benefit who has one-on-one client interactions including phone calls, yet doesn't think of her/himself in a sales role, and may not be sure s/he want to be in sales or uncertain s/he would be good at it.

Key Benefits of Attending:

You'll assess your own sales skills.

Ascertain what your strengths and weaknesses are in sales. Then you can use your assets fully, and focus on improving other areas.

You'll understand what sales really means.

When you suggest an additional service you are actually helping the client enhance his/her company's profitability. Your suggestion could result in the customer's company enhancing their business, or running their operations more effectively.

You'll learn specific ways to suggest additional services, and ways *not* to suggest it.

Your word choice has a major impact on how responsive a client will be to your suggestions. We'll discuss how to phrase the suggestion to be most positively received.

You'll understand how your body language and tone of voice sets the stage for receptivity.

Clients decide if they're going to listen to your suggestions based upon many things, including your body language and tone of voice. Learn how to communicate positively.

You'll know how to listen for sales opportunities.

Clients often mention their needs in passing. You can become aware of these cues, and take initiative to respond to them.

You'll practice your new skills in a safe environment.

People learn new skills by doing them. In our non-threatening environment you'll have a chance to practice these skills before approaching a client. This way you have a chance to make modifications and feel more confident in an on-the-job situation.

Morgan Seminar Group

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A Proven Agenda (2 days)

Starting the Discussion with the Customer

How can you introduce the additional services/products?

Asking Questions to Uncover Customer Needs and Objectives

How can you uncover additional areas where your products/services can be of value to your customers?

Listening Fully to Their Responses

Learn to listen to what's not being said, as well as what is.

Explaining Your Capabilities and Services Within the Framework of Your Customer's Needs

Transitioning from the customers' issues to your services/products

Testing for Buying Interest

Learn how to "test the waters" to learn the interest level of your customer

Asking For Commitment to Move to Next Level of Action

How can you "close" for the next step?

Uncovering Objections, Reducing Resistance and Countering Concerns

Learn to flush out any objection your customer isn't voicing about your suggestions.
How can you respond if your customer has a concern about what you are suggesting?

Discovering Their Decision Making Criteria and Process

How does your customer make decisions about adding new products/services?

The Importance of Nonverbal Communication

Show your customer you care about him/her and are listening through appropriate body language and voice tone

Reviewing Your Efforts

After your conversation with your customer, learn to review what you did well and what you'd do differently.

Follow-up Strategies and Processes Made Easy

Once you've promised something to a customer (a brochure, catalog, spec sheet), how can you follow up to make sure the information is sent?

Then how do you follow up? How do you coordinate this with your salesperson/account executive?

Practice New Skills

You'll practice these skills in a safe environment so you will be comfortable when with a client.

Review



Course Objectives:

Participants will:

- Learn how to broach the topic of additional products/services.
- Learn how to conduct a successful sales conversation.
- Know how to ask probing questions.
- Respond to concerns and objections.
- Be able to close for a commitment.
- Understand how to adapt their communication to their customer.
- Listen better to their customers' needs.
- Understand how to easily track follow up actions.

Needed Materials

- *Professional Selling* book
- *Personal Profile System* (assessment), \$14
- *Personal Listening Profile*, \$14
- 2 *Sales Action Planners*, \$10

Recommended Reinforcement Materials

- *Sales Training Basics* book, \$10.95
- *The Business of Listening* book, \$10.95

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