

STRATEGIC SELLING

Sales are about cultivating relationships, going the extra mile to win the hearts and minds of customers, and anticipating their needs. What drives this philosophy is not just personality but strategy and good planning. Strategic Selling is targeted at equipping Sales Teams with the "SUCCESS Framework". It combines their innate talents with thinking tools and strategies to secure more sales while developing advocates.

Participants will learn whom to convince of what and when. They will be sensitised to red-flags customers raise and how to put them at ease. They will learn tricks and techniques to modulate their responses and strategies to achieve the best outcome. Participants will also be taught how to keep refining their sales strategy such that in the long term, they keep having great sales with the added benefit of loyal customers.



PROGRAMME HIGHLIGHTS

- KAM 101
- The SUCCESS Framework
 - **S**et the Stage
 - **U**nderstand Buying Influences
 - **C**ontrol Red Flags
 - **C**over All Response Modes
 - **E**ngineer Wins
 - **S**trategically Negotiate
 - **S**tay Ahead



TARGET AUDIENCE

- Sales & Marketing Professionals engaged in Business-to-Business or Business-to-Consumer selling.
- Client-Relations Teams



METHODOLOGY

- Group Discussions & Reflection
- Interactive Learning
- Hands-on Application



DURATION

2 Days



LEARNING OUTCOMES

- Learn to identify and distinguish key stakeholders who can influence the outcome of a sale.
- Learn a practical approach to analysing customer requirements.
- Understand the importance of long-term sales with lucrative accounts.
- Learn and practise negotiation strategies and influencing techniques to strengthen your position during a sale.
- Master the art of characterising key relationships and determining which sales strategies are appropriate for which stakeholder/client.

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