

Introduction

Every company has a vested interest in sales performance. Perhaps more specifically, they have a vested interest in top-level or 'Performance' Selling. From a professional perspective, it is only natural that a company should want sales people performing at their best. From a personal perspective, sales performance leads to professional advancement and all the financial and material rewards that might bring, as well as an inner sense of satisfaction, which is usually far more important.

Performance is about potential or more specifically the "releasing" of potential. Research suggests that human potential might well be unlimited, but it is unfortunate that most people perform far below the level of which they are capable. So whilst traditional training might well invest in a person's potential, through skills training, it is invariably a person's mindset that determines whether they use the skills or not. What use is knowledge without the motivation to apply it? What use are skills without the confidence to employ them? And how useful are either, without a person having a positive mental attitude towards everything they do? Never has this been so apparent than in the sales environment of today. Whilst people still need the knowledge and skills to sell effectively, they also need to work smarter than ever before whilst remaining confident, positive and motivated, especially, after continual rejections.

Aims

This training programme aims to provide a comprehensive introduction to top level or 'Performance' Selling. As such, it considers the whole concept of sales performance from a psychological perspective – in terms of goals, self-image, beliefs, attitude and motivation – as well as providing the skills, tools and techniques that are critical in Performance Selling.

An essential feature of this programme is its action-centred focus. Throughout, it invites delegates to profile their sales performance and the individual beliefs, attitudes and motivations that underpin it. It also invites them to consider the many different ways in which their thoughts, feelings and actions impact upon both their own performance and the response of those with whom they work. The delegates are then encouraged to develop individual action plans that serve to help realise their peak performance whilst supporting them in doing so.

Benefits

By attending this programme, delegates will develop a better understanding of:

- Their potential and capabilities.
- Their own beliefs, attitudes and motivations towards selling.
- The beliefs, attitudes and motivations of their customers towards buying.
- Developing rapport
 - Structuring a sales presentation
 - Needs based selling
 - Handling objections
 - Closing the sale



- Prospecting for new customers.
- Maintaining long-term customer relationships.

Delegates will also be able to employ a wide range of tools, techniques and methods in order to:

- Change and validate their beliefs.
- Develop and maintain high self-image.
- Induce their Ideal Selling State (ISS).
- Identify customer beliefs and needs.
- Identify and remove barriers to buying.
- Develop rapport with customers.
- Close effectively.

As a result, delegates should benefit from:

- An enhanced motivation, confidence and a positive attitude towards selling.
- Enhanced interpersonal communication and understanding of customers.
- Developing high-performance sales relationships.

Who Should Attend

This training programme is designed for professional salespeople who want to improve their sales performance.

It is equally suitable for newcomers to the sales environment who are looking for all the ingredients required for a successful sales career.

It is especially relevant to people that want to take responsibility and lead their professional sales lives rather than simply manage it.

Schedule

This programme is usually delivered as 3 one-day modules, 3 weeks apart, with tasks in-between. Followed by 1-1 coaching sessions.

