



## Solution Selling Skills

Welcome to the Solution Selling Skills Training.

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something for them in making their interest concrete – something that merits spending some of their hard-earned money.

This training session will give participants a knowledge about sales process, plus some sales tools, that they can use to seal the deal, no matter what the size of the sale. Presenting a problem to the client then using your products or services to solve that problem is the key to Solution Selling. We demonstrate how to be effective using the Solution Selling process.

## **Course Overview**

This one-day, coaching based training provides an opportunity for experienced sales people to (a) refresh themselves on the basic sales skills and (b) look in-depth at some of the techniques that great sales people use to lead a customer through the sales process. It covers meeting preparation strategies, influencing skills, and a seven-step process for facilitating a face-to-face meeting.

### **This workshop will help you teach participants how to:**

- Discuss the role of the 'Solution Sales' expert
- Increase your ability to plan effectively for client meetings
- Learn methods for creating a good first impression
- Develop methods for creating rapport
- Access a process for motivating customers to take action

### **The Role of the solution Sales Expert**

To begin, participants will learn appreciating what it takes, in terms of personal qualities, to be effective in a solution selling role.

### **Explaining Value**

In this session, participants how to explain clearly and concisely to a Decision Maker hoe you can “add value” to them and to their organisation

### **Understanding Clients Needs**

This session the participants will learn logical levels process with asking high quality questions that map out precisely the customer or prospect's needs and requirements.

### **Overview of The Rapport Sales Call Method**

In this session will give participants an initial overview of the Rapport Sales Call Method, which is highly efficient process for developing a solution selling process. The participants will be able to know different kinds of methods. It includes, identifying needs, building the motivation to act and getting a commitment to take actions.

### **Demonstration of The Rapport Sales Call Method**

In the session the participants will learn how the process works.

### **Single Role Play**

This session, two people role-play while the other participants observe them. They will get active, real-time feedback as the role-paly unfold.

### **Double Role Play**

In this session, two participants engage in a role-play in from of half of the group. The delegates who are observe will give active, real-time feedback as the role-play unfolds.

### **Understanding the Sale Cycle**

This session will help participants analysing what it takes to win business and understanding the importance of mapping the Decision-Making Unit and proper planning and preparation in advance of attending a sales meeting.

### **Key Sales Skills**

This session, participants will learn the vital sales skill that research shows are key to effective solution selling.

### **Making Positive First Impression**

This session, participants will be able to know the techniques that are available for making positive initial impact.

### **Double Role Play Part 2**

In this session, two participants engage in a role-play in front of half of the group. The delegates who are observe will give active, real-time feedback as the role-play unfolds.

### **Multiple Role Play**

This session, two participants will role-play while the third person observes and videos them. Each person takes it in turn to be the Solution Sale Professional, the customer and the Observer.

### **Maintaining Contact**

In this session, participants will learn how to stay in touch with potential customers over period of time.

### **Dealing with Resistance**

In this session, participants will learn the tools and techniques that can be used to explore and overcome any obstacles that may be put up by a customer when discussing a particular topic or issue .

### **Double Role Play Part 3**

In this session, two participants engage in a role-play in front of half of the group. The delegates who are observe will give active, real-time feedback as the role-play unfolds.

### **Multiple Role Play Part 2**

This session, two participants will role-play while the third person observes and videos them. Each person takes it in turn to be the Solution Sale Professional, the customer and the Observer.

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