

Building Resilience to Drive Sales (Code: BRS)

Evolution-U Sales Effectiveness Business Suite

Full Day - Advanced



*The Evolution-U Sales Effectiveness Business Suite is a focused offer of engaging soft skills trainings, providing **usable tools for better & measurable performance** praised by our clients*

Course Outline

Building Resilience to Drive Sales follows Sales Effectiveness Fundamentals which is a prerequisite to taking this course. This one day training expands on the principles taught in SEF, introducing additional theory and powerful concepts for taking sales effectiveness to the next level by building resilience to deal with the challenges that are part of top level sales performance. Once again participants are required to use the tools taught in class and develop best sales practices that are business relevant to their roles.

Learning Objectives

By taking this course, participants will:

- Advance their understanding of sales psychology to the level they have a powerful reference library of applications that can be applied to most sales situations to improve their mental resilience.
- Discuss tools for understanding client's needs at the psychological level thus allowing more effective objections handling.
- Learn how to use persuasion patterns to control the direction of conversation and increase the likelihood that you can communicate the full benefits of your proposal.
- Utilise the advanced linguistic skills of sleight of mouth, an advanced form of reframing that gives a powerful tool for dealing with objections.
- Understand the psychology of closing and how to use its principles to reduce the resistance often encountered at the close.
- Study the 'Closing Techniques Weaponry'; 12 closes that can be used in sales situations and develop business relevant sales closes using the preferred techniques

As well as instructor led presentation, class exercises, case studies and role plays form an important part of this training. The instructor will facilitate discussion using the role plays as reference points for adding theory.

This course is available in full day modules, for up to 12 people. Additional participants quoted upon request. Level: Advanced.

Course Content

The Psychology of Sales Part 2

Continuing from the section on sales psychology in SEF this opening session introduces additional concepts in the field of sales psychology with the objective of giving attendees additional tools with which excel with their mental approach to the sale and re-position client perception where necessary.

Understanding Client Needs

When meeting a client, it is essential to operate from the client's perspective and not from that of the sales person or advisor. Many sales professionals and advisors are more interested in promoting a product or service that serves their purpose (maximising profit, meeting company targets) than understanding the clients' needs and fulfilling them. This section deals with the process of understanding a client's needs, giving tools to build the sale around the clients' requirements so that the product or service naturally fits.

Sales Linguistics Tool 1: Persuasion Patterns

This section teaches a range of linguistic techniques used to influence the focus of conversation and reduce disagreements and conflict. The process of sales by its nature often results in conflicting opinions and defensive positioning. In order to increase the chances of a sale it is necessary to be able to present your product or service in full – a customer cannot make an informed decision until he or she knows all the benefits of the product or service. Often however the customer stops the salesman due to pre-conceived bias about the process of the sale. The use of persuasion patterns helps the sales professional overcome such defensive posturing and increases the chances of completing the sales pitch so the client can then make an informed decision. A series of exercises shall be conducted after each persuasion pattern is taught whereby participants are required to develop persuasion pattern responses that they can use in their daily business dealings.

Role Play 1

An advanced sales role play where participants will be expected to use the techniques from SEF as well as incorporating new skills taught during ASE. Whether this role play is conducted by selected participant's in front of the class or one on one by each participant will be agreed between trainer and client using SEF experience as a reference.

Sales Linguistics Tool 2: Sleight of Mouth

Sleight of Mouth is an advanced form of reframing whereby participants are taught techniques to generate up to 16 different responses for any given problem or objection. Participants form groups of 5-8 and agree on common business objections they receive from clients (internal or external). They then brainstorm 16 possible responses. All groups deliver their solutions which are collated and distributed to all participants. This technique is very useful in pre-preparing for meetings, sales and negotiations. Participants are encouraged to take the technique back to their work environment and develop objection responses with team members.

The Psychology of Closing

Most sales people experience anxiety and stress when approaching the close. This stress and anxiety is often also experienced by the client, doubling the risk that a deal fails not because of its lack of merits, but because of failure to transition effectively through the close. This analysis of the psychology of closing discusses how to remove these issues and make the close just another step in the sale process. There is a group discussion in this section on how to prepare for the close and manage the underlying psychology present in such situations.

The Closing Techniques Weaponry

Following on from the psychology of closing, the closing techniques weaponry gives a series of pre-prepared closing techniques which can be used across a wide variety of sales situations. Using the correct technique takes practise and pre-planning. Participants will be invited to share past closing experiences (both successful & unsuccessful) and required to develop closes using their preferred closing techniques that are relevant to their business.

Role Play 2

The final role play focuses on the process of dealing with objections and closing the deal and is followed by class discussion on these critical areas of the sale. Participants receive the 'Evolution-U Closing Framework', a point guide to the elements of successful objection handling and sales closing and will use this to prepare for the role play closing and will use this to prepare for the role play.

Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing professionals, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

**For more information & reservations please contact Jessica
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Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion
Persuasion Psychology • Personality Profiling • Leadership & Management