



Solution Based Selling

Training Program Outline



Maximise the potential of every customer relationship and increase the conversion of opportunities to sales. Fortune's street-smart program trains salespeople how to *create value for customers*, differentiate your business and transform sales effectiveness!

"The disciplines that the Fortune program provided our sales team has certainly given us the edge over our competitors in the market place....."



"Our sales team has a better appreciation of the need to sell value, and that the customer determines what that value really is."



Edwards Lifesciences

'Solution Based Selling' is a powerful, advanced sales training program for sales and sales support teams. Run the program in full day workshops or shorter bite-sized sessions, in multiple locations, plus use it for coaching and retraining.

Easily customised to any sales environment, 'Solution Based Selling' develops highly effective relationship selling skills, including how to:

- ✓ understand how customers think and make decisions
- ✓ identify and solve customer problems that create value
- ✓ ask questions that uncover customer needs and motivations
- ✓ use change to positively influence sales decisions
- ✓ properly plan and analyse sales presentations
- ✓ clearly communicate benefits and create value for customers
- ✓ use techniques to effectively customise presentations
- ✓ professionally deal with concerns and objections
- ✓ know when and how to gain commitment, and close sales

'Solution Based Selling' is a *proven instructional program* for growing the sales capability of sales and service support teams.



LEAD
SELL
CHANGE
GROW



The 'Solution Based Selling' training program includes:

- eight core training sessions with support tutorials
- implementation manuals for group training sessions
- workbook and program audio libraries for sales team each member
- comprehensive sales tools and sales management coaching tools



Create Value

The practical content of the 'Solution Based Selling' sales training program includes:

Module 1 Becoming a Change Agent

- Why customers are not product oriented
- How change impacts buying decisions
- Top performers think like customers
- Creating the motivation to take action
- Solving customer problems is the key to creating value for customers

Module 2 Selling from the Prospect's Viewpoint

- Selling is a transference of belief
- Building belief and using empathy
- How buying decisions are made
- Selling from the prospect's viewpoint
- Effective sales presentation preparation and analysis

Module 3 Solidifying the Relationship

- Selling is a continuum, not an event
- Quickly gaining trust and confidence
- Opening meaningful conversation
- Being informed through effective questioning
- What we must know so that we are well informed

Module 4 Opening the Mind and Logically Justifying the Decision

- How to demonstrate interest in the customer
- How to open the customer's mind
- Four questions every customer must have answered
- How to use evidence to defeat disbelief
- Effectively using logic and emotion

Module 5 Validating the Value

- People buy emotionally and justify logically
- How to artfully direct the customer's thinking
- Persuasive communication is benefit oriented
- Customising your sales presentation
- How to use facts and benefits effectively

Module 6 Effecting Closure

- Knowing when to close and getting the customer to take the action you want
- How to probe and read the buying temperature
- Building confidence by seeking opinions
- What our attitude must be at the time we close
- Techniques for closing that gain commitment

Module 7 Meeting and Verifying the Roadblocks to Success

- Professionals don't quit when they meet resistance
- How to meet the 'no' professionally
- Probing without pressure
- How to bury excuses without upsetting the prospect
- How to verify the prospect's true concerns

Module 8 Answering Objections

- When to answer objections
- How to use empathy when answering objections
- How to sell value, not price
- Putting customer objections in proper perspective
- How to effectively answer and reverse objections

'Solution Based Selling' allows a local manager to easily train their sales team anywhere in the country. The program then becomes customised to the challenges of the industry so participants find the material relevant to their situation. It's easy to implement the sales training making the program (in my experience) uniquely cost effective."



John Shannahan, National Sales Manager
John Morris Scientific



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