

Professional Selling Skills Development Programme

This modular development programme is designed to provide sales professionals with the core skills and behaviours required to be successful in a busy and competitive sales environment.

Ideal for both telephone, MS Teams and / or field-based roles, delegates will learn the importance of preparation and using excellent communication skills in order to fully explore the needs of a customer. Only then can your sales team start to present compelling sales proposals that demonstrate clear customer benefits and real added value.

This development pathway follows our Present-Train-Present model which ensures that we offer delegates the correct level of support and that we address the specific skills and knowledge that will have the greatest impact on behaviour and confidence.



The programme can be adjusted / tailored to meet your specific requirements and fully reflect the markets / sectors that you are targeting and the full range of products / services offered.

A blended delivery format

All of our development programmes can be designed to include a mix of face to face and virtual delivery, either in small groups or by offering individual support depending on your preference.



Want more information or to build your own bespoke development programme?

Get in touch with one of our Learning & Development Managers to discuss a 'fit for purpose' programme for your business.

01623 409 824 | info@futureproof-training.co.uk

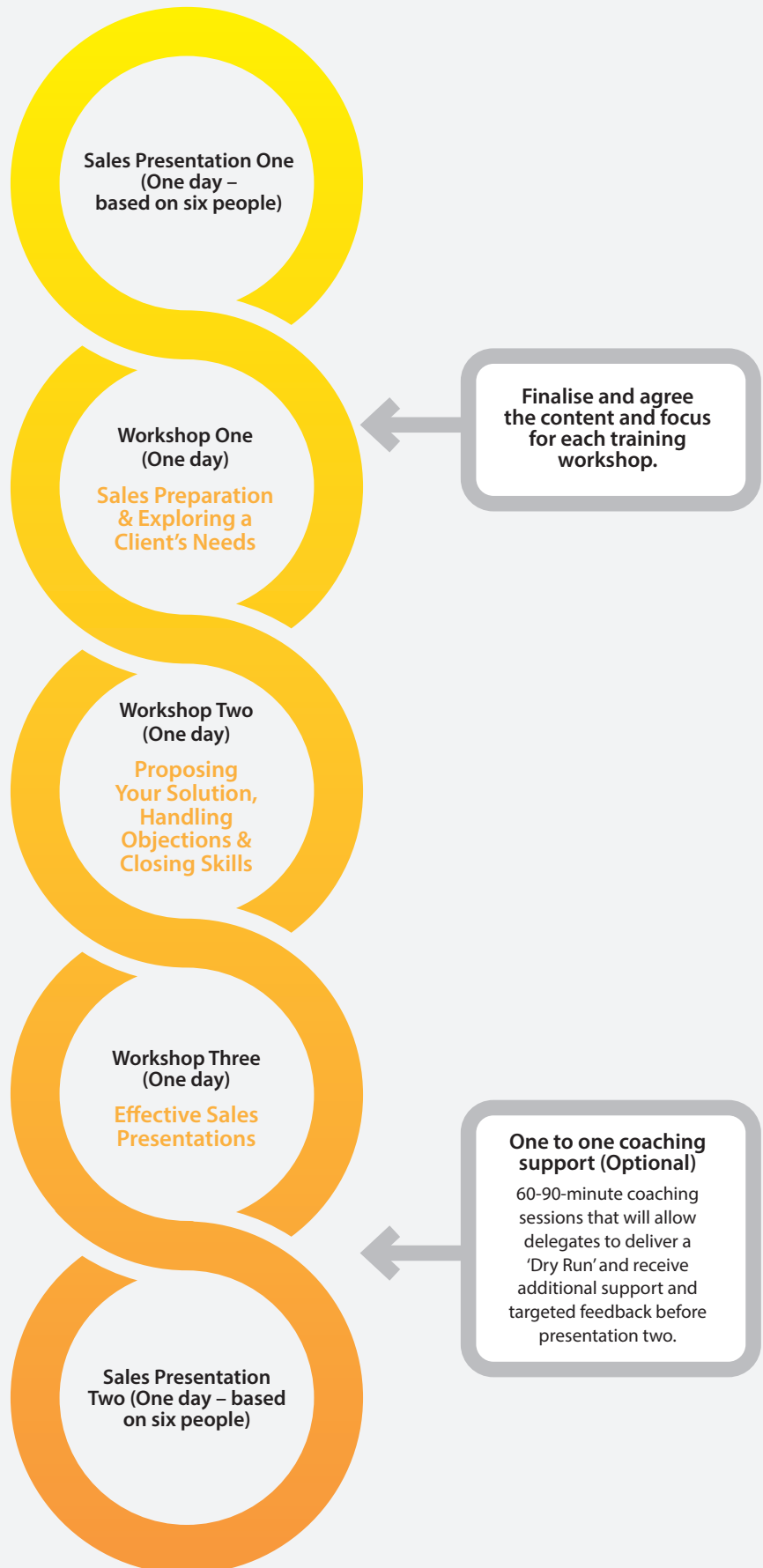
Professional Selling Skills Development Programme - Delivery Structure

The following schematic offers a typical programme delivery structure however, we can work with you to create a 'fit for purpose' pathway for your business.

20-30 minutes to deliver a presentation (of their choice or on a topic selected for them)
30-minute discussion on personal development objectives

Delivery Formats
This programme can be delivered face to face, virtually or a combination of both, depending on the type of business meetings / presentations you deliver and your preference.

Option A - Individual presentations
Option B - Presentation with an audience



Professional Selling Skills Development Programme – Workshop Content

Workshop One ~ Sales Preparation & Exploring a Client's Needs

Duration: 1 day

Core development objectives covered

- The Sales Process
 - Why do people buy?
 - Key stages in selling your product / services
- The importance of preparation
 - Know your products / services
 - Gathering pre-sales information
- Essential communication skills
 - Using a professional, impactful introduction to the business
 - Building rapport quickly
- Identifying different customer types
 - Adapting approach to maximise customer engagement
 - Using your voice, tone & pitch to maximum effect
- Understanding the wants, needs & expectation of customer
 - Using consultative questioning techniques
 - Active listening
 - Keeping the discussion personable & conversational

Workshop Two – Proposing Your Solution, Handling Objections & Closing Skills

Duration: 1 day

Core development objectives covered

- Presenting your products & services in a professional manner
 - Creating powerful sales stories
 - Presenting strong benefit statements
 - Demonstrating value
 - Differentiating from the competition
- Handling objections
 - Isolating & handling objections effectively
 - Turning objections to your advantage
 - Pre-framing objections
 - Managing objections on price
- Gaining agreement & securing the sale
 - Knowing when to close
 - Different closing techniques
- Professional follow up procedures

Workshop Three ~ Effective Sales Presentations

Duration: 1 day

Core development objectives covered

- Planning, preparation & structure
 - Building presentation around the needs of your audience
 - Structure and content of your slides
 - Writing a strong opening & delivering key messages
- Presenting strong benefit statements & demonstrating value to customers
 - Story telling
 - Using impactful language whilst remaining personable
- Physical delivery & maintaining confidence
 - Building personal confidence level
 - Making the most of your voice & body language
 - Keeping your presentation natural & personable
- Handling Q&A sessions
 - Why do people ask questions?
 - Hints & tips on answering different kinds of questions

- This development pathway follows our Present-Train-Present model which ensures we offer delegates the correct level of support and that we address the specific skills and knowledge that will have greatest impact on behaviour and confidence back in the workplace.



Sales Presentation One (60 minutes, per person)

This creates the ideal opportunity to observe delegates deliver a typical sales presentation and for us to assess the current levels of competence and confidence. Allocating 20 to 30 minutes to the presentation itself, the remaining time will be dedicated to discussing personal development objectives and highlighting any specific areas for improvement.



Training Workshop(s)

The information collated from presentation one allows us to design training workshops that are 'fit for purpose' and tailored to drive key business goals / values. Delegates will experience targeted development on the key topics and skills that will increase confidence and have the greatest impact in the workplace and on them personally.



Sales Presentation Two (60-90 minutes per person)

This second sales presentation is focused on measuring the application of learning and giving delegates additional / targeted coaching support. Following each presentation there will be time for personal reflection and developmental feedback given by the Futureproof Facilitator. There are a number of different considerations regarding the brief for presentation two, please see below.

Assigning the Presentation Brief

- A. Foundation Level – If a person is new to a role or has limited experience delivering a sales presentation, you may want to consider asking delegates to select a presentation topic of their choice (including a non-work topic). This approach allows us to measure their presentation delivery skills without putting anyone under undue pressure to know the subject.
- B. Let the delegate choose a sales presentation they want to refine / develop.
- C. Issue all delegates the same sales presentation brief. For example, an introduction to your business, the products / services you offer and what value you bring, this will create an excellent opportunity to measure / benchmark application of learning.

Presenting with an Audience

An optional element for presentation two, having a small audience of colleagues, a line manager and / or key stakeholders present, offers a healthy level of challenge and allows us to measure the delegates' ability to engage an audience and manage a Q&A session.