



SEARCH 4 EXCELLENCE

GAIN CUSTOMERS THROUGH NEED ANALYSIS

Key Takeaways

- Identify and qualify potential prospects effectively
- Effectively use body language or telephone etiquette to build rapport
- Use positive language and an appropriate tone to engage customers
- Analyse competition and be aware of market trends before meeting the potential customer
- Use a step-by-step strategy when asking questions and assessing needs

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



16 HOURS

Training Duration



Customer Centricity	Knowing your Customer	Techniques for need analysis
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KEY CONCEPTS COVERED

- Internal and external customers
- What is customer centricity
- Importance of customer centricity

- Analysing the customers' challenges, strengths, and potential
- Identifying the customers' requirements and goals
- Doing thorough background research

- Body language, tone and telephone etiquette
- Funnel Method
- SPIN for probing
 - Situation
 - Problem
 - Implication
 - Need

EXPECTED OUTCOME

Understand the importance of customer centricity

Know and understand your customers better

Dig deep into what customers need using the right techniques





THANK YOU

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SEARCH 4 EXCELLENCE

PITCHING USING STORYSELLING

Key Takeaways

- Be assertive and confident
- Customise the pitch as per customer requirements
- Incorporate stories in the Pitch to make an impact
- Use a step-by-step strategy to influence customer

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



16 HOURS

Training Duration

Sales Process

Storyselling

Pitching

KEY CONCEPTS COVERED

- Introduction to sales
- Sales process

- Dramatic Pitch
- IDA Model
 - Interest
 - Desire
 - Action
- FAB concept
 - Features
 - Advantages
 - Benefits

- Practice pitches

EXPECTED OUTCOME

Understand the sales process

Effectively use story telling skills to pitch products and services



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SEARCH 4 EXCELLENCE

CLOSING SALES EFFECTIVELY

Key Takeaways

- **Understand different types of objections raised by customers**
- **Use a step-by-step strategy to handle objections tactfully**
- **Understand and effectively use a strategy to negotiate**
- **Close sales and follow up with customers to build long-lasting relationships**
- **Create a great customer experience and get repeat business**

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



16 HOURS

Training Duration



KEY CONCEPTS COVERED

- Introduction to sales
- Sales process

- Types of Objections
- LAER Model
 - Listen
 - Acknowledge
 - Evaluate
 - Respond
- The 3 Fs
 - Feel
 - Felt
 - Found

- Negotiation strategies
- PEDRO for closing and follow up
 - Process the order
 - Expectation Fulfilment
 - Dealing with Feedback
 - Relationship Building
 - Offering Additional Benefits

EXPECTED OUTCOME

Understand the sales process

Effectively handle all objections

Close a deal smoothly and follow up



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SEARCH 4 EXCELLENCE

SELLING IN THE VUCA WORLD

Key Takeaways

- **Understand and deal with VUCA to close sales effectively**
- **Be motivated in difficult situations**
- **Harness passion and set ambitious targets**

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



16 HOURS

Training Duration



	VUCA	Positive Attitude
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KEY CONCEPTS COVERED

- **What is VUCA**
- **Impact of VUCA on sales**
- **Circle of Influence and control**

- **Positive affirmations**
- **Tips to overcome VUCA**

EXPECTED OUTCOME

Focus on the things that are in your control

Maintain a positive attitude even in tough times





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Empowering You

SEARCH 4 EXCELLENCE

SALESFORCE DEVELOPMENT PLAN

Key Takeaways

- **Penetrate the market successfully by understanding the market trends and customer personas**
- **Learn what each customer needs to create a value proposition and help them with the solution**
- **Be empathetic and supportive while helping the customers**
- **Make customers happy and develop lifetime relationships with them**
- **Understand and complete the customer lifecycle effectively**

Target Audience

**SALES TEAM - B2B, B2C,
RETAIL, TELESALLES**



32 HOURS

Training Duration

Customer Life Cycle

Unaware - Aware

Consideration

KEY CONCEPTS COVERED

- Challenges faced and how to overcome them
- Brand Perception Mapping
- Customer life cycle and its stages
- Your role in the customer life cycle

- Prospecting and Lead Generation
- Customer Persona
- Personality styles
- Opening and first impression
 - Elevator pitch
 - Opening on mails
 - Rapport building
 - Dressing and grooming

- Probing
- Asking the right questions
- Need Analysis
- Pitching
 - Features
 - Advantages
 - Benefits
- Connection to Customer goals

EXPECTED OUTCOME

Understand the entire customer life cycle and move through each stage

Understand the need to do your homework thoroughly before meeting the client and build a good rapport

Use proper techniques to gain insights about customer wants and then effectively pitch the product/service



KEY CONCEPTS COVERED

- Types of objections
- Value selling
- LAER model
 - Listen
 - Acknowledge
 - Evaluate the type of objection
 - Respond
- Story selling
- Negotiation techniques

- Types of closing
- PEDRO for closing a deal and follow up
 - Process the order
 - Expectation Fulfilment
 - Dealing with Feedback
 - Relationship Building
 - Offering Additional Benefits

- After-sales service- Customer service
- Customer realities
- Handling customer grievances
- Internal network within company
- Confidence Building

EXPECTED OUTCOME

Handle all customer objections tactfully

Successfully close a deal

Handle after-sales customer grievances efficiently



THANK YOU

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