



SEARCH 4 EXCELLENCE

# SALES PROGRAMS

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# **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**

**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**





# 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



**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







# **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

	Sales Process	Objection Handling	Make a Deal
KEY CONCEPTS COVERED	<ul style="list-style-type: none"> <li>• Introduction to sales</li> <li>• Sales process</li> </ul>	<ul style="list-style-type: none"> <li>• Types of Objections</li> <li>• LAER Model               <ul style="list-style-type: none"> <li>◦ Listen</li> <li>◦ Acknowledge</li> <li>◦ Evaluate</li> <li>◦ Respond</li> </ul> </li> <li>• The 3 Fs               <ul style="list-style-type: none"> <li>◦ Feel</li> <li>◦ Felt</li> <li>◦ Found</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Negotiation strategies</li> <li>• PEDRO for closing and follow up               <ul style="list-style-type: none"> <li>◦ Process the order</li> <li>◦ Expectation Fulfilment</li> <li>◦ Dealing with Feedback</li> <li>◦ Relationship Building</li> <li>◦ Offering Additional Benefits</li> </ul> </li> </ul>
EXPECTED OUTCOME	Understand the sales process	Effectively handle all objections	Close a deal smoothly and follow up



# **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
KEY CONCEPTS COVERED	<ul style="list-style-type: none"><li>• What is VUCA</li><li>• Impact of VUCA on sales</li><li>• Circle of Influence and control</li></ul>	<ul style="list-style-type: none"><li>• Positive affirmations</li><li>• Tips to overcome VUCA</li></ul>
EXPECTED OUTCOME	Focus on the things that are in your control	Maintain a positive attitude even in tough times





# **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





**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



	Evaluation	Decision- Onboard- Adopting	Value realization- Loyalty- Advocacy
KEY CONCEPTS COVERED	<ul style="list-style-type: none"> <li>• Types of objections</li> <li>• Value selling</li> <li>• LAER model               <ul style="list-style-type: none"> <li>◦ Listen</li> <li>◦ Acknowledge</li> <li>◦ Evaluate the type of objection</li> <li>◦ Respond</li> </ul> </li> <li>• Story selling</li> <li>• Negotiation techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Types of closing</li> <li>• PEDRO for closing a deal and follow up               <ul style="list-style-type: none"> <li>◦ Process the order</li> <li>◦ Expectation Fulfilment</li> <li>◦ Dealing with Feedback</li> <li>◦ Relationship Building</li> <li>◦ Offering Additional Benefits</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• After-sales service- Customer service</li> <li>• Customer realities</li> <li>• Handling customer grievances</li> <li>• Internal network within company</li> <li>• Confidence Building</li> </ul>
EXPECTED OUTCOME	Handle all customer objections tactfully	Successfully close a deal	Handle after-sales customer grievances efficiently





# THANK YOU

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