

Value-Based Selling

Most successful sellers, consultants and / or influencers believe the key to their success is the ability to communicate effectively with clients, and to develop and grow strong relationships with them. Very few of us are born with these skills and therefore, in order to be successful, we must learn and practice them.

In Value-Based Selling Skills Workshop, working with an experienced sales trainer, you will learn how to create added value, build trust and credibility and improve your ability to effectively communicate and build relationships with your clients and prospects. Each session includes various skills-building activities, one-on-one practice, group activities and role-plays, as well as demonstrations and exercises. Participants use their own real-world client and prospect situations for every role-play and practice session as this helps to increase the relevance and improve the learning.

Value-Based Selling typically consists of the following modules:

- Keys to relationship and consultative selling
- Finding new prospects through 'Warm' prospecting
- Sales Call Structure and Planning
- Selling against the competition
- Secrets of effective qualifying
- Adding real value to the sale
- Handling common objections
- Getting Commitment and Closing

Additional modules include:

- Buying and Selling Styles
- Selling to Senior Executives
- Making Effective Team Calls
- Networking for Results
- Asking for Referrals

This workshop is a must for new salespeople who want to develop a sound foundation on which to build a successful sales career and for experienced salespeople who want to sharpen their selling skills. It is also ideal for inside sales and sales support personnel and key management staff who manage, coach and mentor sales teams. The modular approach of the Value-Based Selling workshop allows for the creation of workshops in a format that best suits the needs of you and your sales team. From as little as a 90-minute time block, to a two-day format, any workshop can be designed to meet your needs.