

SALES DISCOVERY™

For Sales Professionals

Effectively question, listen and communicate to uncover opportunities and position yourself to win!

Course duration – 14 hours (2 days)



How you will benefit...

- Discover the three keys to providing value to your customer
- Learn what to listen for in customer conversations
- Practice a questioning process to mine for opportunities
- Develop questions designed to gather the *needs* and *decision criteria* of the customer
- Discover your selling style
- Apply communication techniques based on your customer's style
- Learn and practice persuasion and assertive techniques in communication scenarios
- Learn how to design a presentation to align with the needs and decision criteria of your customer
- Utilize a process for responding to objections and tough questions
- Practice the implementation of responding to the tough questions
- Deliver an aligned presentation based on the products and services you sell

Course Topics

- **Effective Communication**
 - The importance of communication
 - The three elements of providing value in sales
- **Effective listening**
 - Three types of listening
 - Develop active listening
 - Listening for red flags and green flags
- **Questioning**
 - Needs and decision criteria defined
 - Questioning process
 - Discovery conversations
 - Follow-up questions
- **Communication Styles**
 - What is my Selling Style?
 - Strengths of my style
 - Trouble spots of my style
 - Reading other styles
 - Application of communication styles
- **DAY 1 ISE**
 - Role-play exercise
- **Handling Questions**
 - Steps for effective Q&A
 - When to answer questions
 - Maintaining control & credibility
 - When you don't have the answer
- **Tough Questions & Objections**
 - Process for responding to tough questions
 - Responsive acknowledgement
 - Power of persuasion
- **Presentation Alignment**
 - Develop structured body
 - Align the solution with the needs and decision criteria of the customer
- **FINAL ISE**
 - Role-play exercise
- **Implement to Improve**
 - Satori
 - Kaizen



Who should attend?

- Sales Rep / Account Mgrs
- Sales Managers
- Sales support professionals
- Class size limited to 18

Who can you contact?

Please call us at 512.671.6711 or email us at info@ispeak.com for more information.