

## OVERVIEW

Sales, as a profession, has changed dramatically in the past two decades. Today's customers have more options from which to choose, more choices to make ... and less time to make their decisions. They are more knowledgeable about products and services, and they expect more from their salespeople.

To thrive in this new environment, the way you approach sales must change. Although the same skills apply, how you must apply those skills is markedly different. You're no longer there merely to sell customers a product or service. Today, you are the information provider. You're expected to meet customers' needs – and to help them build *their* businesses with your products, services or solutions.

"The Q.U.E.S.T. for Sales Success" interactive workshop will teach you a unique and proven method of selling. You'll master the skills that are required to succeed as a professional salesperson in today's environment.

By participating in this workshop, you will:

- Outline and describe the steps of the sales process
- List the steps to developing strong customer relationships
- Identify your personal selling style
- Identify four customer buying styles
- Probe to understand the customer's situation and needs
- Demonstrate effective listening skills
- Differentiate between features and benefits
- Overcome objections
- Use closing techniques to gain commitment from customers
- Identify how to craft and deliver a great presentation

## WORKSHOP OUTLINE

### The Foundation of Sales: Developing Customer Relationships

- Introduction to sales – the essence of selling: Why people buy
- The Q.U.E.S.T. sales model: How people buy
- How to take advantage of buying psychology
- Characteristics of successful sales people
- The relationship model: How to develop strong customer relationships
- Identify your personal behavioral style
- Learn to read your customer's buying style

---

The Sales Person as Consultant – Meeting Customer Needs

- The three types of customer needs
- Effective questioning techniques to uncover customer needs
- The art of effective listening
- Listening to identify opportunities
- The missing link: Building the questioning-listening bridge to understand hidden needs
- Role Play:
  - Practice influencing through role-playing scenarios (personal experiences and case studies)

Making a Sales Presentation (the Pitch):

- Six steps to a sales presentation
- The power of features and benefits
- Identifying benefits that meet the customer's needs
- How to ask for commitment: Closing the sale
- Role Play:
  - Practice influencing through role-playing scenarios (personal experiences and case studies)

Say C.I.A.O. to objections:

- The C.I.A.O. method of managing objections
- Why customers object
- Identifying the three types of objections
- Techniques for overcoming objections and resistance
- Role Play:
  - Practice influencing through role-playing scenarios (personal experiences and case studies)

Required pre-work for the session includes:

- *Everything DiSC Sales Profile* must be completed online two weeks prior to session
- A template will be sent two to three weeks in advance asking participants to capture two or three sales calls they have conducted or will be conducting (to be used for role-play during the session)

Call to Action:

- Action plan/learning contract will be completed at the end of the workshop

All workshops are designed using adult learning methodology and use a 60/40 ratio of interactive exercises and group work (60%) and instruction (40%). Workshops are participant driven, learning filled, and fun.

2

Duration: 2 days

Participants: 18 maximum