

SALES HERO TRAINING

MODULE 1: Get Ready to be a Sales Hero – The Sales Culture, your Sales Engine!

Monday 24/03 from 1 PM to 5 PM

Introduction

- » The Training objectives
- » The importance of sales
- » The definition of a sale
- » Szombat's "Law of Budget's Attractivity"
- » Value and the perception of value

Pillar 1: Motivations

- » Deep-rooted motivations
- » Extrinsic motivations

Pillar 2: Attitude

- » Attitude elements to develop
- » Resilience and the "Spring" technique

Pillar 3: Organization

- » Sales targets
- » The 3 planning tools (POP)
 - Create your Business Plan
 - Create your own opportunities list
 - Optimize your monthly forecast

Pillar 4: Activity

- » How to optimize your sales activity
- » Key rules
- » Tracking Results

MODULE 2: COSSIM® Sales Techniques (Customer-Oriented Selling Skills In Motion) – PART 1

Wednesday 26/03 from 9 AM to 1 PM

Phase 1: Prospecting

Active phone prospecting (Preparation, Action and Follow-up)

- » The mind and self-motivation
- » The best calling conditions
- » Language and voice
- » Techniques to get past the Goalkeeper
- » Techniques for obtaining an appointment
- » Handling contact objections

Phase 2: Qualification

(Preparation, Action and Follow-up)

- » Szombat's "Law of Questioning"
- » Appointment structure
- » Active listening
- » Efficient questioning structure
- » Finding Problems and needs

MODULE 3: COSSIM® Sales Techniques (Customer-Oriented Selling Skills In Motion) – PART 2

Friday 28/03 from 9 AM to 1 PM

Phase 3: Presentation of Solutions

- » The ABCD tool & Technique
- » How to make an "irresistible" sales proposal Presenting price and value
- » Optimize acceptance of your offer

Phase 4: Conclusion (and Negotiation)

The 3 Conclusion situations

1. The agreement
2. The negotiation phase
3. A definitive refusal

Handling objections

1. The doubt
 2. The irrefutable objection ("you are 30% more expensive than your competitors")
- » Managing customer budget
 - » Negotiation techniques
 - » Create customer references
 - » Creating visibility