

360 SELLING – ADVANCED SALES TRAINING

Sample Course Overview:

The **360 Selling program** focuses on the 'major' sale where there is a substantial dollar value involved and/or a need for an ongoing working relationship between seller and buyer. It is designed to develop skills in advanced questioning and listening techniques which do not come naturally to many sales professionals. The practice-rich elements of the program are vital in ensuring that the questioning techniques core to the program, receive rigorous attention.

Concepts covered are based on sound theory developed as a result of extensive research.

Sample Learning Outcomes:

At the end of this course, participants will have...

- Self-assessed their current selling style & process in relationship to the buying needs of their customers
- An in depth understanding of the 360 Workforce Solutions model and its relevance to their sales strategy and future sales approach
- Identified, workshopped and/or discussed and documented key aspects of each phase of the sales visit including the opening, investigating, offering solutions and gaining commitment
- Defined, adapted and practiced each of the four steps in the investigation phase
- Workshopped and documented strategies and individual phrasing for providing targeted solutions and gaining commitment from their buyer
- Demonstrated a level of understanding and skills through a series of practical assessment opportunities

Participants will examine the following key issues and more:

- Complex selling opportunities
- The emphasis on intense preplanning of the sales strategy
- Conducting in depth searching discussions that result in increased knowledge of client needs
- Practice rich questioning and listening sessions utilising customised scenarios
- Target solutions to match identified client needs
- Techniques to ensure the sales process continues to move in a positive direction

Target Audience:

This is an advanced program designed for sales professionals and business developers involved in major sales that require an effective ongoing working relationship between buyer and seller

Delivery Mode:

Face to face group based facilitation

Course Duration:

The program is very interactive, running over a jam packed two days.