



# THE SALES EDGE

- ✓ Increase Sales Revenue
- ✓ Increase Market Share



## THE OUTCOMES

Developed to apply at ALL levels of sales experience, The Sales Edge course challenges Participants to further develop their skills, their attitudes and their edge, to achieve even greater results.

This course is designed to assist sales professionals:

- Increase their sales revenue
- Increase their market share
- Improve skills in generating leads and identifying new customers and market opportunities
- Enhance their presentation skills
- Improve effectiveness in handling objections and overcoming stalls
- Increase their ability to develop successful on-going customer relationships
- Improve their self-management to become highly productive sales professionals
- Develop greater confidence and positive expectancy
- Achieve BSB40615 Certificate IV in Business Sales upon successful completion of all assessment activities

# OVERVIEW MEETING

Course and Competency Overview

Mentor and Participant Review

Draft Win-Win Agreement Goals

Success Concept

Feedback Online Process (FBOL)

Application

## MODULE 01

### ACCEPTING THE CHALLENGE

The Importance of Professional Selling

Developing The Sales Edge

Professional Selling as a Career

The Total Person® Concept

Characteristics of Successful Salespeople

Preparing for Improved Sales Performance

## MODULE 02

### KNOWING YOUR CUSTOMERS AND YOUR MARKET

Increasing Sales

The True Value of Customers

Determining Your Overall Market

Determining Your USP

Developing Your Potential

Selecting a Target Market

## MODULE 03

### FINDING QUALITY PROSPECTS

Identifying Your Best Prospects

Methods of Prospecting

Prospecting Through Referral and Strategic Alliance

What Level of Relationship is Required?

Who Within the Organisation Influences the Buying Decision?

Obstacles to Professional Referral Prospecting

## MODULE 04

### DEVELOPING EFFECTIVE APPROACHES

Planning Your Approach

Clarifying Your Objective

Select the Most Appropriate Approach Method

Secure the Appointment

Consolidate the Appointment

Preparing for Telephone Calls

Leaving Messages

The Communication Cycle

## MODULE 05

### IMPROVING COMMUNICATION TO INCREASE PERFORMANCE

Planning Your Message

Involving and Engaging Others

Effective Questioning Techniques for Sales Interviews

Listening for the Total Message

## MODULE 06

### PLANNING SUCCESSFUL SALES PRESENTATIONS

Focus on the Prospect's Self-interest

Why have a Planned Interview Process?

Developing Your Interview and Presentation Process

The Rapport Stage

The Discovery Stage

The Solution Stage

The Action Stage

## MODULE 07

### TURNING OBJECTIONS INTO SALES

Understanding the Most Common Types of Objections

Understanding Less Common Types of Objections

Handling Objections

Handling the Price Objection

Other Methods for Handling Objections

The Importance of Attitude

## MODULE 08

### THE KEYS TO CLOSING SALES

Introduction

Recognising Buying Signals

Nine Emotional Keys to Successful Closing

Understanding the Nature of Stalls

Handling Stalls

Making the Most of Each Sales Opportunity

The Power of Positive Expectancy

MODULE :  
09

**MID COURSE REVIEW WORKSHOP**

Review of Progress to Date

- Learning
- Win-Win Agreements

Preparation for Mid-Course Review Discussion

Possible Win-Win Agreement Goals for Second Half of the Course

MODULE :  
10

**EXTENDING THE CHALLENGE**

Sharpening your Sales Edge

The Dynamics of Customer Relationships

Identifying Customer Value

Understanding what Determines Good Customer Relationships

Sharpening Your Sales Edge Through Personal Leadership

MODULE :  
11

**BUILDING PROFITABLE ONGOING CUSTOMER RELATIONSHIPS THROUGH EXCEPTIONAL CUSTOMER SERVICE**

The Importance of Customer Service

Universal Customer Needs

Seven Ways to Increase Your Sales Through Personalised Customer Service

Evaluating Customer Satisfaction and Experience

The Power of Service Level Agreements

Dealing with Complaints

Sharpening Your Sales Edge Through The Power of Enthusiasm

MODULE :  
12

**THE POWER OF SALES INTELLIGENCE**

The Importance of Sales Intelligence

Types of Sales Intelligence

Sharpening Your Sales Edge By Developing Your Speaking and Presentation Skills

Preparing your Presentation

Delivering your Presentation

MODULE :  
13

**SECURING AND DEVELOPING KEY ACCOUNTS**

Key Account Development Process

What Influences Buyers

The Results-Win Theory

Buyer Response Modes

Types of Buyers

Sharpen Your Sales Edge Through Embracing The Pure Joy Of Work

MODULE :  
14

**EFFECTIVELY IMPLEMENTING MANAGING YOUR SALES PROCESS**

Understanding the Cascading Commitment Concept

Measuring and Monitoring your Sales Process

Building Relationships

Sharpening your Sales Edge by Improving your Negotiation Skills

MODULE :  
15

**THE ONGOING CHALLENGES OF THE TRUE SALES PROFESSIONAL**

Continuous Professional Development

Set Goals for High Achievement in All Areas of your Life

Characteristics of High Achievers

**GRADUATION**

Project Presentations

Review of Goal Achievements

Awarding of Course Completion Certificates

**REFOCUS WORKSHOP**

An opportunity for the Participant to reaffirm strategies and evaluate ongoing learning and changes

Report on progress and outcomes of implementation of Participant's Key Account Development Plan

Report on progress and outcomes of implementation of Participant's Sales Plan

Review progress of Professional Development Plan

