

Master the essentials of selling



Improving the day-to-day sales performance of sales teams is a key objective. Businesses are aware of this and invest the necessary sums to train their sales forces. But they come up against two major obstacles: turnover within their sales teams and the need to provide repeated training sessions on sales technique so that they can be mastered perfectly. This is why a sales director will find it useful to have a training tool which is easy to access, constantly available, and which recaps the fundamental sales techniques commonly adopted in the market.

Selling is a complex process which depends on numerous qualities and the expertise of sales teams. Selling also demands a structured approach, using a step-by-step logic to frame the sales interview.

This programme allows sales essentials to be mastered to optimize day-to-day effectiveness of sales teams. It uses techniques and practices proven by the most successful professionals to enable the sales interview to be conducted efficiently, while also establishing a relationship of confidence with the customer.

Who this training is intended for:

- Novice sales staff carrying out field sales.
- More experienced sales staff who want to revisit some of the fundamentals to optimize their results.

This training will enable you to:

- Develop a successful sales method so you can be quickly up and running or to improve your day-to-day performance
- Master the key stages in the sales interview
- Become more effective when finding out more about the customer: questioning, sales pitch, responses to objections and conclusion
- Avoid the most frequent traps inherent in face-to-face customer relations.

Leadership skills enhanced by this training

- Persuading and convincing
- Focus on customer
- Communicating effectively
- Improving group and individual performance

The strong points of this training

- A structured and tool-based approach appropriate for all stages of the sales interview
- Generic methods which have been universally adopted: e.g. the SONCAS method for motivations
- A number of video sequences demonstrating good and bad practices
- A number of video simulation exercises, to get the learner to play the role and prove their understanding of key concepts and practices
- A multitude of business case studies from all sectors – selling products or services, B2B or B2C, banking sector, sports industry, fashion, advertising, etc.

A learning course in 7 key steps

1. Discover the keys to successful selling

- Having satisfied customers
- Following sales processes
- Strengthening effective behaviours

2. Prepare your sales meeting

- Gathering relevant information about the customer
- Defining the objective of the interview
- Formalizing an interview guide
- Anticipating practical ways to prepare

3. Successfully manage the first 5 minutes of your meeting

- Making a good first impression and initiating dialogue
- Declaring objectives and the plan for the interview
- Presenting your company

4. Discover your client's needs and motivations

- Encouraging the customer to express themselves
- Asking the right questions
- Identifying the customer's decision criteria

5. Convince the client with your arguments

- Making your pitch according to the FAB framework (feature / advantage / benefit)
- Making forceful arguments
- Avoiding the trap of clumsy phrases

6. Deal with your client's objections

- Pinpointing the mistakes to be avoided
- Responding through several stages
- Countering objections with arguments
- Identifying the most common objections, and ways to respond to them

7. Conclude the sale

- Recognising the customer's go-ahead to conclude the sale
- Going back to the main techniques to conclude the sale
- Bouncing back from failure

The author



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With offices in Paris and London, and projects throughout the world, this consulting firm assists leading companies to implement strategic sales, distribution and operational performance projects. From developing leadership skills among the best salespeople, to transforming the sales environment and ways of co-operating with distributors, Korda&Partners advises major multinational French groups such as Orange and Areva, as well as subsidiaries for worldwide companies such as Microsoft and Coca-Cola. Named by Who's Who in France as one of the leading figures in the business world, he has written several reference works, including the practical manual "Successful Management Interviews", the international best-seller "Selling and Defending Your Margins".