



Consulting | Coaching | Training | Government Contracting

STRATEGIC SELLING

IN THIS SEMINAR, YOU WILL:

- Understand your prospect's needs by conducting a needs analysis
- Master active listening techniques to better connect and understand clients
- Learn to manage the sales process by understanding where the sale is and how to keep the momentum moving forward
- Master sales psychology 101 (mirroring, leading representational bias, tie-downs, and tag-ons)
- Learn to negate competitor quote while remaining professional
- Learn to deliver presentations that sell
- Learn how to handle objections professionally and effectively
- Master highly effective closing techniques

Your sales team is critical to the success of your business. While some sales skills are inherent, sales people need to constantly refresh and learn new sales skills and techniques to help them be more productive. Elevate BDG's **Strategic Selling** involves the personal development of skills and techniques related to creating and exploring new sales opportunities, as well as closing sales for an organization. This training will concentrate on the skills each sales person needs in their arsenal—prospecting, presentation, overcoming objections, negotiating, closing the sale, and relationship building for future sales.

25 TRAITS OF A GOOD SALES PERSON

- | | |
|--------------------------|----------------------------|
| 1. Ability to listen | 14. Persistence |
| 2. Empathy | 15. Passion |
| 3. Hunger | 16. Tenacity |
| 4. Competitiveness | 17. Thoroughness |
| 5. Networking ability | 18. Understanding of Value |
| 6. Confidence | 19. Ambition |
| 7. Enthusiasm | 20. Charm |
| 8. Resiliency | 21. Imagination |
| 9. Multitasking Skills | 22. Patience |
| 10. Honesty | 23. Initiative |
| 11. Curiosity | 24. Independence |
| 12. Adaptability | 25. Commitment |
| 13. Communication Skills | |



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What's in it for me?



INCREASED EMPLOYEE RETENTION

Develop leaders within your company & develop the mindset that everyone is accountable for the company's success. This will not only keep your employees accountable, but also improves performance & office morale.



SAVES MONEY

Spend less time dealing with problems & fixing mistakes and more time completing projects and building your bottom line!



SAVES TIME

- ✓ Encourages creativity & Innovation to streamline processes
- ✓ Improves leadership performance to implement change quickly
- ✓ Helps leaders deliver a consistent message across departments
- ✓ Better communication = less confusion = less time spent in meetings

Who should attend?

Elevate BDG's Strategic Selling series is designed for sales professionals on every level who want to build their selling strategies.

Course Agenda

Module 1:

Defining the Sales Process

- Types of sales
- Common Sales approaches

Module 2:

Getting Prepared to Make the Call

- Identifying your contact person
- Performing a needs analysis
- Creating potential solutions

Module 3:

Creative Openings

- A basic opening for warm calls
- Warming up the cold calls
- Using the referral opening

Module 4:

Active Listening

- The importance of active listening
- Minimal encouragers
- Restating and paraphrasing to gain commitment

Module 5:

Delivering Presentations that Sell

- Features and benefits matched to customer need
- Outlining your Unique Selling Proposition (USP)
- The burning question every customer wants answered

Module 6:

Handling Objections

- The four objections
- Basic strategies
- Advanced strategies

Module 7:

Closing the Sale

- Understanding when it's time to close
- Powerful Closing Techniques
- Asking for the sale at least five times without seeming to bully
- Transitional phrases
- Things to remember

Module 8:

Following-Up

- Thank you notes
- Resolving customer service issues
- Staying in touch

Module 9:

Setting Goals

- The importance of sales goals
- Setting SMART goals

This seminar includes the following materials & resources

"Strategic Selling" includes a Behavior & Motivators Assessment, a reference guide, flash cards, videos and a 90 min virtual debrief.

The Elevate Difference...



An interactive, fun & hands-on experience!

This course is taught through video, group discussion, skill practice and real life application to make the course both entertaining & engaging!



Gain a deeper understanding of self!

Prior to attending this seminar, your employees will be guided through an on-line assessment and work with a Solutions Specialist so your company can recognize & understand your most important resource within your company - **YOUR PEOPLE.**



Customized Courses

At Elevate, we stray away from a one-size-fits-all training process and develop a customized strategy that aligns to the vision + mission of your company. Choose from any of our 200+ topics to develop a program unique to your business needs.



Continue learning with micro-learning courses!

The learning doesn't stop once the seminar is through when you work with Elevate BDG! Fulfill all your learning needs with fun & informative 3-5 minute micro-learning courses that will encourage a pattern of continual learning and immediate behavior change throughout your organization.

Let us come to **you.**

Try private, on-site team training. Bring this topic, or any of our 200+ topics, to your location with customized training. Our programs are tailored to your organization's specifications and needs. Let us determine the best course of action to enhance your workforce at all levels. Elevate BDG also provides a host of coaching, mentoring, data analysis, and consulting options.

ELEVATE
BDG

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