



SALES EDGE

SALES TRAINING MODULES

The Employers Edge offers a customized approach to sales training. Our “core” seven (7) modules offer the basics and our “add-on” modules allow for customization to the needs of your sales team.

Core 1: Kickoff

- What is a Successful Salesperson
- Three Types of Motivation
- S.K.A.T.E.
- Identifying Strengths and Areas to Improve
- Sales Success Self-evaluation
- Win/Win Agreement

Result: Participants “buy in” to the development program recognizing that training should result in behavior change and that they are responsible for implementing at least one change after every session.

Core 2: Attitudes for Success

- Understanding How Our Attitude Affects Our Success in Sales
- Pleasing Results vs. Pleasing Methods
- Adjusting Our Attitude
- Dealing with Motivation Block’s
- Attitude Adjustment Scale
- Insulation Checklist
- Go With What You’ve Got Exercise
- Simplification Exercise
- Bright Side Exercise

Result: Participants recognize their attitude and responsibility toward sales quotas, goals, and activities and begin developing a plan for overcoming blocks to motivation.

Core 3: Developing Your Sales Plan

- Goal Setting and Sales Success
- Developing a Strong Self-image
- Looking at Your Dreams
- Creating a Mission Statement
- The Power of Priorities
- Developing Plans to Accomplish Goals
- Valuable Lessons About Goals
- The Classic Struggle: Compatibility or Incompatibility

Result: Participants develop an annual sales plan that they will present to the group and turn into management.

Core 4: Time and Territory Management

- Results Through Time Management
- Tyranny of the Urgent
- 21 Time Management Tips
- Dealing with Procrastination
- Tracking Performance
- Using a Time Management Planning System
- Territorial Management

Result: Participants learn techniques for better managing their time and territory based on their “High Pay-off Activities.”



Core 5: Solution Selling

- Changing Times
- The Need for “Solution” Selling
- The Eight Stages of a Sales Presentation
- The Sales Interview
- Developing Social Rapport
- The Opening Statement
- Investigating Needs
- Learning How to ask O.P.I.S. Questions
- Understanding Critical Success Factors
- The Fine Art of Listening

Result: Participants learn a sales presentation process that gets prospects and customers sharing their needs and problems so that they are open to hearing solutions. Participants also develop a sales call questionnaire.

Core 6: Presenting Solutions and Obtaining Commitment

- Why Do People Buy?
- Creative Approaches to Presenting Solutions
- Giving Benefits in Selling
- Demonstrating Capability Effectively
- Preventing Objections
- 5 Successful Actions for Obtaining Commitment
- Recognizing Buying Signals
- Reassurance
- Effective Proposal Writing

Result: Participants learn techniques for handling objections and closing sales. Participants role play their sales call with the group.

Core 7: Building Client Relationships and Keeping Them For Life

- Important Statistics About Clients
- Customer Satisfaction
- The 5 Questions Your Customers Have About You
- Understanding Personality Differences
- Fixing “Problem Relationships”
- Friendship vs. Salesmanship
- Quality Customer Service

Result: Participants gain skills for developing relationships and improving customer service by recognizing the true value of a customer and what customers really want in an account manager/sales representative.

Add On: Prospecting for Clients

- An Effective Approach to Prospecting
- Profile of the “High Priority Prospects”
- Sources for Prospects
- Identifying Qualified Prospects
- Follow-up Systems
- Creating Referral Prospecting Relationships
- Prospecting Projects

Result: Participants identify a variety of prospecting methods and their effectiveness as well as learn to develop referral relationships to increase their number of customers.

Add On: Getting Appointments

- The Purpose of the Approach
- Pre-approach Client Research
- Identifying the Decision Makers
- Methods of Approach
- The Power of Testimonials
- The Telephone Presentation
- Handling Telephone Objections

Result: Participants learn techniques for “going deeper” into current customer accounts as well as marketing approaches to gain new business.