knowledgence associates

TRAINING PROGRAMS

See the world through your customer's eyes. ™

Selling Deeper into Existing Accounts

Once an account is established, it is very easy to just continue to service and deliver without ever exploring further to see what other needs or issues you can address for your customer. With the pressure to increase sales in a tight economy, finding new prospects and managing existing customers can be a challenge. The reality is that it is much easier to sell deeper into existing customer companies than it is to find a new prospect and move them to being a client. Many accounts have untapped potential that leaves thousands of dollars on the table. How does a sales person identify whom to talk to within an existing account and what new products or services to sell them?

This course will help you to:

- Manage and solidify your existing buyer relationship without threatening it
- Develop a value proposition for your customer that clearly demonstrates the value of doing more business with you
- Adopt 3 by 3 networking within your account to give you access to additional buyers
- How to translate your product/service/value mix into customer language that spells savings, efficiency and convenience for them by buying more from you
- Introducing and selling across your product and service lines

Question-Based Selling Techniques

With the faltering economy and stiffening competition, selling is becoming tougher than ever. In this climate, really focusing on the customer first, rather than focusing only on how to get your product on their loading dock, requires a level of attention that will result in bigger sales over time. The bottom line is "telling is not selling." Telling a customer what you have and what they need allows them to either focus on price, or to tune you out. Even in a commodity sale, there are needs that a customer isn't thinking about, or not sharing with you. How do you get that information? By selling using key questions that will broaden the conversation, and will increase your value to the customer in achieving their goals. The result is more money in you and your company's pocket.

This course will help you to:

- Listen well by asking great and prospect or customer-relevant questions
- Customizing questions to your customer's business
- Avoid Mismatching – how to make customer "NOs" work to your advantage
- Make the prospect really think about their needs in new ways that spell sales
- Good questioning techniques to apply in customer/prospect meetings
- Questions to use – types of questions for each phase of the sale
- Non-contextual questions – how to keep the conversation going

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Territory and Account Planning

Finding new customers is every sales person's goal – the key question is where to look? How does one decide where in one's territory are the most viable prospects? For large geographic or industry-based territories, often the method is to "Ping-Pong" around the territory looking for the easiest sale. What happens when that "low-hanging fruit" is hard to come by? Getting to your sales quota really is about planning. How do you build to your number by having the right mix of products across both existing and new customers? Territory planning is a method that sales personnel use to analyze their territory and plan around key accounts and opportunities within their territory. It includes analysis and goal setting around products & services, market segments, competition, trends, account profiles. The end result is a developed strategy for the territory and specific individual accounts and or opportunities within an account. This program focuses on the following sections:

- Analyzing your Customer and Prospect Universe
- Developing a Territory or Account Penetration Map
- Segment and select the key market segments with the most potential
- Identifying the "white space" on a map: your territory or account's untouched potential
- Balancing product mix across your territory or account
- Developing Objectives, Strategies & Tactics for Plan Execution
- Working the final plan to ensure meeting the territory and account goals

Sales Presentation Skills for Today's Buyer

Prospects and customers are pressed for time and money – making delivering an effective presentation that drives buying decisions tougher than ever. In most industries, the buyer is securely in the driver's seat and they know it. How do you engage a customer or prospect with a sales presentation that communicates both product offerings and value quickly and succinctly?

Many sales people are finding that sales presentations that worked well in the past are not having the same impact in the current environment. What has changed? Customers are very focused on price almost exclusively. A sales presentation that ties price concerns with value based offerings helps the customer to look at the bigger picture and make more intelligent buying decisions. The sales person is in the driver's seat to make that happen.
This course will help you to:

- Translate an "US" presentation to one that focuses on buyer needs and goals
- Customize your sales presentation to each audience member
- Shift from a standard presentation format to an interactive discussion
- Refresh your presentation delivery skills using multi-media tools