

Professional Selling

Become your customers' indispensable business partner

In today's highly competitive and ever-changing marketplace, buyers expect more from you – information, expertise and professionalism. They demand value not only in your products and services but in your relationship with them as well.

All selling roles have common elements. You are required to face people who say no; plan how to reach your goals; balance your own interests with those of your customers; influence people to be successful; communicate effectively to make customers recognize the value of your products. CPISA's Professional Selling prepares you to succeed in all of these areas and others.

This program is based on validated sales research, developed in conjunction with Human Resources and Skills Development Canada. It will help you establish yourself as the kind of person any buyer would want as a partner. You will learn how to **use consultative selling techniques and practice them through role playing, group exercises and business case studies**. You will learn a step-by-step process that you can implement immediately for acquiring and retaining customers.

Who Should Attend

- All sales professionals in any industry who would like to improve the tactical, strategic and self-management skills required to succeed
- in sales. A minimum of two years sales experience is recommended
- Professionals who would like to pursue the Certified Sales Professional (CSP) designation
- Sales Managers who want to set a benchmark for their sales team
- Past participants of CPISA's **Communicating to Influence Buying Decisions** or **Effective Negotiating Strategies**

Key Course Benefits

- Identify the challenges facing sales professionals and acquire the selling skills required to meet those challenges
- •Maximize your sales effectiveness by adopting the leading-edge Consultative Selling methodology
- Understand, learn and manage your personal qualities to positively influence your sales and personal success
- Implement a five-step closed-loop system to effectively manage your time and reach your goals; learn professional tips for
- supercharged goal setting
- Discover the strategic framework to plan a successful first visit and obtain a go-forward commitment
- Produce tangible returns by enhancing your professional sales skill level and expertise in retaining customers and expanding
- business opportunities
- Develop and maintain a professional standard of service, behaviour, and conduct in all areas of your work

Course Content (3-day program)

Understanding and Managing Yourself: Personality traits for Sales Success

- Recognizing that personality styles impact outcomes - shape your style
- Learning the four traits for sales effectiveness
- Managing your attitude: key to high performance selling

- Implementing a closed-loop system to effectively manage your time
- Importance of developing and maintaining a professional standard of service, behaviour, and conduct
- Understanding the psychology of selling and how it relates to influencing buying decisions
- Developing stress-relief strategies
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Business Creation - Strategic Territory Planning

- Developing a superior goal-orientation attitude. The S.M.A.R.T. model for developing goals
- Establishing criteria for an in-depth competitive analysis of your territory and individual accounts
- Generating a comprehensive strategy for profit maximization
- Mastering high-value tools for effective prospecting: steps to effective new business creation and five critical prospecting rules

The Selling Process with a Higher Success Rate

- Developing an effective prospecting script to secure appointments
- Learning to apply the consultative selling process to gain a commitment to proceed to a full presentation
- Learning how to prepare and deliver an effective sales presentation: styles, components, and identification with your audience
- Managing client meetings: principles of face-to-face selling, keys to rapport building, questioning, benefit selling, objection handling, and closing

Keeping Customers, Building and Managing your Business

- Mastering key steps to effective account/territory planning and management to build long-term relationships with your customers
- Planning using the Planning Pyramid: relationship between sales plans, territory plans, and account plans
- Setting profitable goals, conducting a competitive analysis, and
- calculating sales Returns on Time Investment (R.O.T.I.)
- Creating an effective customer care program