

BELL ► CROSS SALES COACHING

Sales Training

The Sales Training Phase comprises of the following Modules-
Modules A-C Sales Training Fundamentals
Modules D-H Add-On Sales Training as per your specific requirements

A. Selling Explained

1. What selling really is
2. The non-existence of the 'natural born sales wonder'
3. The sky is your limit
4. Only you control your destiny
5. Why I don't always do what I know I should be doing
6. Fatal mistakes you make... And how to avoid them
7. Words to learn to guarantee you earn
8. Psychological Triggers

B. Rejection

1. What is rejection?
2. How to handle rejection
3. Attitude towards rejection
4. Learn to love 'No'
5. Psychological Triggers
6. Progress Tracking

C. Selling Procedure

1. Introduction
 - First impression
 - People only buy from people they like and trust
 - Find your common ground
 - How to build trust
 - Psychological Triggers
2. Fact finding
 - Qualifying your prospect
 - Sell only to the people who can buy
 - Talk less....Learn more, earn more
 - The importance of questioning
 - The techniques of questioning
 - Psychological Triggers
3. Presentation
 - 17 minutes...It's all you got
 - Planning and preparation
 - Mental and physical involvement
 - Visual aids and how to use them
 - Sell what they want....Not what you want

Say it how they want to hear it

Don't wing it

Selling 'On your feet'

Psychological Triggers

4. Motivation

Don't sell logic....People buy on emotion

The emotional triggers

The psychological triggers

Create the desire for having....Greater than the desire for not having

Consequences of inaction

Price and value

Psychological Triggers

5. Closing Arrangements

The power of completeness

Objections

The differences between objections and conditions

6 step process for handling objections

Objection techniques....The 6 objections you have to overcome

Closing

How to close....The art of closing

When to close....Always be closing

Types of closes....How and when to use them

Closing techniques....The closes you have to know

Psychological Triggers

6. Progress Tracking

Add-on Sales Training Modules

D. Appointment Technique

1. Strategic Plan
2. The Appointment
 - One to One, One to Many
3. On-Site
4. Off- Site
 - Prospect Office, Prospect Home, Your Office
5. Progress Tracking

E. Telephone Technique

1. Strategic Plan
2. Find fortune with the telephone
3. Putting modern technology to work
4. 15 ways to turn the telephone from enemy to friend
5. Progress Tracking

F. Referral Prospecting Technique

1. Strategic Plan
2. Referrals and the 'Easy' sale
3. 5 techniques you have to know
4. Progress Tracking

G. Goal Setting

1. What goal setting really is
2. Strategic plan
 - Wish check-list
 - Changes check-list
 - Closing ratios
 - Calculating your hourly worth
4. The 'Numbers Game'
5. How I can achieve what I want to achieve – Guaranteed
6. Progress Tracking

H. Product Specific

This module is designed to cover specific product related sales training. The requirements and content are identified in the Consultation Phase and can include-

1. Product strength and weaknesses
2. Agreements, Contracts and Sales documentation
3. Perceived risk management
4. Value based selling
6. Pricing
7. Buyer profile