



High Value Selling Techniques

Cost: Total £595

Duration: 2 Days

Timings: 9- 5.00

Pre-work: Yes—approximately 1 hour

Overview

This inspiring, practical and motivational programme will increase the high value sales performance of new and experienced sales professionals

What will I learn?

- Awareness of the difference between low value and high value selling techniques
- **A strategic and proactive** approach to high value selling, that will provide your organisation with **a pipeline of loyal and fruitful customers**
- How to build **stronger, value added relationships** with your customers
- Recognise how to present your solutions in a way that demonstrates **high value return on investment** for your customer
- **How to Reduce** lead times and **increase** overall sales conversion
- Develop a **solid sales foundation and process** to enable the sales team to understand and meet company sales standards

What will it cover?

- Developing a **high value** sales strategy
- **Advanced questioning skills** that will help you make **genuine business connections** and **present a product that is stronger than your competitors**
- **Triple loop listening skills** that **show you are present and focused on the customer**
- Demonstrating **empathy by seeking to understand** what makes your customers tick
- Rapport building to **maximise your sales revenue**
- **New and revolutionary objection reduction skills** that have been **tried and tested with the toughest of customers**
- Understanding a **sales process** that helps the **customer to say yes** before you have even asked for the business
- Planning and preparing for an effective sales approach
- **Setting positive call objectives**
- Practise of new skills in an environment **of high challenge and high support**

Is it right for me?

Anyone involved in generating high value sales would benefit from attending this course. No previous sales experience or sales training is necessary.