

Sales Fundamentals

Changing Sales Behaviour

Sales Fundamentals

Changing Sales Behaviour

Overview of Training:

Globalisation, the explosion in competition, and fast-emerging technologies have all changed buying habits. Salespeople can no longer rely on the traditional sales methodologies. As purchasing has become a core competency for clients, they evaluate their options against check-lists. Salespeople must therefore learn a different sales process, and shift from being the 'expert' to being a 'resource'.

Our Methodology:

A unique modular driven and interactive sales training course designed to have high impact and rapid payback. Sales Fundamentals both develops and refreshes skills that can be used immediately; using clear materials, video, audio and a wide range of participant activities including a role plays.

Sales Fundamentals uses over 40 'Learning Actions' and much of the course is in developing a sales strategy around the Digital Sales Optimisation Tool delivering on a set of customised KPI's which are then compiled into a team "scorecard" which highlights individual strengths and weaknesses.

Key Modules *(Modules are Customisable):*

DETERMINING
AUDIENCE STYLE

THE CHANGING
SALES TEAM

UNDERSTANDING A
CLIENT'S BUSINESS

THE 12 'V's
OF SALES

THE STRUCTURED
SALES PROCESS

FOCUS
QUESTIONS

SELL SOLUTIONS
NOT PRODUCTS

CLOSING DEALS
ON BENEFITS

EFFECTIVE
LISTENING

PIPELINES AND
PROGRESSION

HANDLING
OBJECTIONS

SELLING TO
DIFFERENT BUYERS

THE SCIENCE
OF SALES

THE RIGHT MESSAGE
AT THE RIGHT TIME

THE STORY
OF SALES

SIMILARITIES OF
SALES & SPORTS

👉 Purchasing has become a core competency for most clients, and they are now focussed on business outcomes. Salespeople need to learn new sales methodologies. 📌

Mark J. Stradling, Founder & CEO

Sales Fundamentals

Changing Sales Behaviour

We encourage participants to think about their jobs – and how they might do them more effectively. Thought and planning can have big benefits helping generate revenue and profit for any company. Self examination is very effective.

Learn the basics of a good sales structure, without which there are mistakes, inefficiencies, time wasting and lack of focus. We teach key activities and modes of working that have been proven to be successful for all sales executives.

Using our various assessment tools, delegates learn the different buying styles, and what actually motivates buyers to buy. Buyers expect different things from the salespeople they meet, so understanding requirements is key to success.

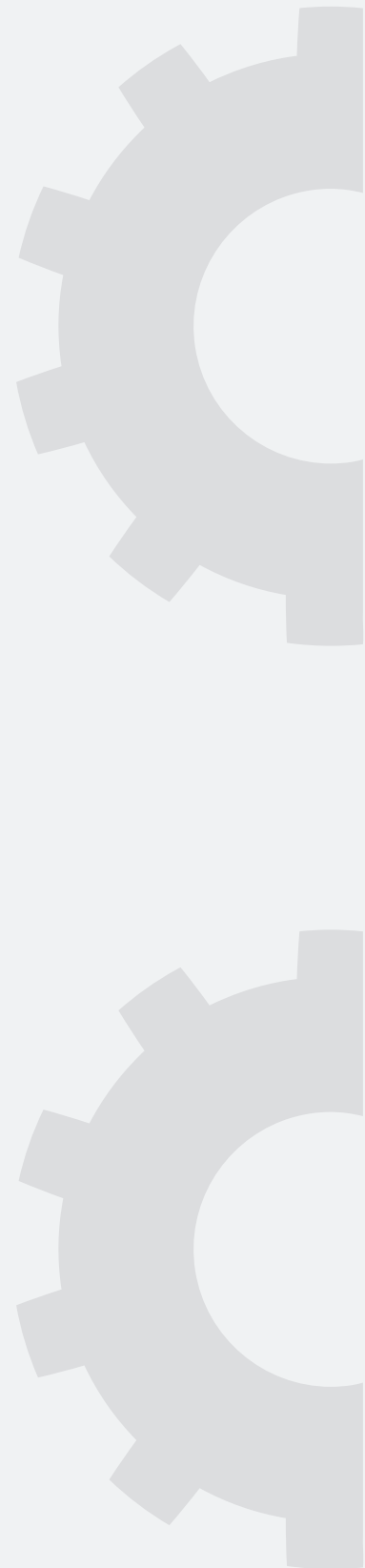
Finding out what customers want and need is a big challenge. If this is not clearly thought out, the sales call will not be effective. We have developed and use a simple sales questioning technique called FOCUS, for uncovering needs.

Learning the 80:20 principle is important for salespeople. Identifying the key things that must get done is vital in convincing buyers. Effective Selling techniques helps focus on key sales areas that can make an overall difference.

It should be the goal of every salesperson; getting access to senior client executives, establishing trust, leveraging the relationship and creating value for them. Understand how to deal with C-Suite people who can approve larger deals.

Practice the art of negotiation which is not just about winning multi-million dollar contracts. By understanding the basics of good negotiation, salespeople can increase their own conversation rates, however big or small the business.

Appreciate the value of Optimisation and Pipeline Management as a tool to achieve targets and Key Performance Indicators. Understanding the overall business strategy of the company can help focus efforts and increase productivity.





What World Class Sales Teams Look Like

Arcanum Asia Sdn Bhd

3.02D East Wing, Level 3, Menara BRDB
285 Jalan Marrof, Bukit Bandaraya
59000 Kuala Lumpur, MALAYSIA

Arcanum Asia Pte Ltd

190 Clemenceau Avenue
#06-01
SINGAPORE 239924

Mark J. Stradling

Founder & CEO

Malaysia: +60 (12) 2010 631

Singapore: +65 966 89 283

mark@arcanumasia.com

Copyright 2023. All rights reserved

No part of this document may be reproduced or transmitted in any form by any means, either graphical, electronic or mechanical, including photocopying recording or by any information storage and retrieval system, without permission in writing from the publisher, except where permitted by law.