

Smart Selling

SmartSelling - Sales Training Courses and Workshops in Toronto

Performance Associates International, in response to the challenges of today's competitive sales environment, has developed SmartSelling, a radically advanced customer focused selling methodology that enables you to build a powerful sales organization. As the great 21st century philosopher, Yoggi Berra, said, 'the future sure ain't what it used to be', and this could not be truer when applied to the sales environment. The giant strides in electronic communication and commerce are changing the rules of the selling game. Although change is often met with resistance, avoidance, or apathy - by both people as well as organizations - the degree of shift necessary to survive (or thrive) in today's business world requires a real transformation. For salespeople, this transformation demands opening themselves to new processes and skills - both as an individual and as part of a team. For sales management, the challenge lies in knowing how to support and coach this transformation and in helping the organization become more cohesive, i.e. a team that continually strives to be the best at exceeding the needs and expectations of its customers.

A sales team that performs consistently at this level has specific attributes and competencies. You have three choices in creating such a team: Hire a winner who already performs at this level (which is expensive); hire a potential winner and develop them to this level; or pray. Performance Associates International has partnered with leading sales organizations in diverse sectors and has achieved this transformation as a result of hard work focused on the integration of highly interdependent processes within selling, account planning, and sales management.

Our sales force transformation practice, SmartSelling, will move your team through the transition from where they are today to high-performance recognizing that training alone cannot achieve this lasting behavioural change you are seeking. Beginning with feedback from your key customers and working with assessments of your team, we can help you develop a cohesive customized program to transform your sales force into an effective, efficient customer focused team.

Sales professionals are enabled to achieve this by:

- Being able to understand the customer's business landscape and key business objectives and developing unique value propositions with the key influencer that relate directly to what is compelling them to act;

- Rapidly identifying the real influencers in the buying process and knowing how to detect the unique 'buying style' of each influencer and connecting with them in ways that translates into compelling buying propositions;

- Knowing how to move with confidence and 'know how' through the sales process of prospecting, creating rapport, developing a biased buyer's vision, and presenting compelling value propositions.

SmartSelling is a three-phase program that delivers the 'best of the best' global developments in professional selling skills. The curriculum is comprised of three unique phases that can be treated as separate segments but the return on your sales transformation investment will be exponentially greater from an integrated, customized approach

Types & Tactics: 'Getting on the wavelength of the customer.'

Using the revolutionary 4D-i profiling system from ONESMARTWORLD, which assesses both cognitive and emotional intelligence, this program provides an interpersonal skill set so that sales people can interact with others more successfully by getting on their wavelength and treating them the way they would like to be treated.

[[learn more ...](#)]

Interpersonal Selling: 'Navigating the direct sales process'

In this program participants move through all aspects of face-to-face selling from the initial prospecting cold call to developing rapport, using the six-pack impact model for need development, harnessing the resistance of the four types of objections, and presenting compelling value propositions to gain commitment. This offering, which incorporates our unique virtual sales call role plays, is designed to help sales professionals, in the direct sales environment, achieve significant advancement in levels of sales effectiveness and efficiency.

[[learn more ...](#)]

Enterprise Selling; 'Aligning with the customer's complex buying process.'

You will leave this program with a user-friendly, lock-step process that will generate accelerated sales cycles, increased per sale volume, and increased closing ratios. This process focuses on complex sales situations with multiple decision-makers and influencers. To be customer focused is to realize that clients have buying cycles with which salespeople must be aligned. This is opposite to the traditional idea of routinely moving through a sales cycle towards demonstrating product features/benefits that are focused on the salesperson's need to sell rather than the customer's need to solve critical business issues.

[[learn more ...](#)]

Customer Comments:

'Thank you for the fantastic classes. I have told several people over the past few days that Performance Associates is by far the best training organization that I have ever worked with. I have taught, trained, and coached and really appreciate

the innovativeness, creativity, depth of the topic and entertaining presentation style of your programs.'

Eric Nakata

Director of Sales

New York

'I want to thank you for taking what initially seemed, another sales program, and making it not only fun, but also interesting and useful. Many times training companies take the material and just go through the motions. The personal experiences of your trainers brought a lot to the classes and really drove home many of the concepts. Thank you for making great learning experiences and bringing individuals together as teams. And did I mention that we increased revenues by 23%?'

Robert Aufdenkampe

Account Exec

Amsterdam

Phase 1 | TYPES N' TACTICS

Phase 2 | INTERPERSONAL SELLING

Phase 3 | ENTERPRISE SELLING

{mospagebreak title=Phase 1 - Type N' Tactics}

Phase 1 | TYPES N' TACTICS:

'Getting on the Customer's wavelength'

Do you need this Phase?

The Quick Quiz:

- To what degree do you adjust your approach to the diverse personalities of your customers?
- How much more revenue would be achieved if you had a clear path to follow to keep each customer's unique social style comfortable in their buying cycle?
- Since only 25 % of customers are like you, what difference would it make to revenues to be enabled to develop trust and rapport with the other 75% of the customers?
- How much more revenue would be generated if you could assign sales people to an account based on matched social

styles?

- How many sales have been lost because you had the right product/service but the wrong approach for the customer to appreciate its value?

This is a program designed to empower a sales force with the skills and knowledge needed to build relationships and develop unique value propositions with clients/prospects regardless of whether they think the same way as the customer or not. It is designed to achieve increased levels of efficiency and effectiveness by using the revolutionary 4D-i profiling system from ONESMARTWORLD. It assesses both cognitive and emotional intelligence of each sales professional and then provides an interpersonal skill set so that sales people can interact with others more successfully by aligning with the customer's unique social style and treating them the way they would like to be treated. Most salespeople instinctively interact with their prospects and clients according to the Golden Rule - 'treat others the way that you would like to be treated'. That would be fine if all people were the same but that is just not the case – in fact only 25% of the prospects they meet want to be treated the way they do.

After the two day seminar, we guarantee that you will have the skills to:

- Operate from 'Best Practises' conscious skills rather than just from patterned selling habits;
- Get inside the customer's head by understanding their unique decision making process;
- Demonstrate versatility by switching to the particular thinking strategies used by specific customers;
- Understand their own profile which is the result of a self assessment of the four dimensions of performance and productivity;
- Describe how their Personal Profile correlates to the four social styles;
- Explain how the 4D-I can create flow-paths for more efficient sales calls;
- List the verbal and non-verbal indicators of each social style;
- List and demonstrate the strategy/ tactics to mirror the customer;
- List and demonstrate the steps required for maximum productivity within a customer contact;
- Demonstrate how to move with the customer from their present position to where they would have to be to be enrolled in the possibilities provided from your value proposition.

Phase 1 | TYPES N' TACTICS

Phase 2 | INTERPERSONAL SELLING

Phase 3 | ENTERPRISE SELLING

{mospagebreak title=Phase 2- Interpersonal Selling}

Phase 2 | INTERPERSONAL SELLING:

'Navigating the face-to-face sales process'

Do you need this Phase?

The Quick Quiz:

- How many more sales would be possible if your sales reps overcame their reluctance or ineffectiveness at dealing with cold calling?
- What would be the return on your marketing investment if your sales reps could triple their ability to convert initial customer interest to sales?
- How many sales are lost because your sale reps are not effective at converting the features of your products/services into compelling customer value propositions?
- How many of your potential customers went elsewhere because they perceived your reps to be more centred on their need to sell than on the customer's buying requirements ?

This offering is designed to help sales professionals and sales managers, in the face-to-face sales environment, achieve significant advancement in levels of sales effectiveness and efficiency. Participants, through using our unique virtual sales call role plays, move through all aspects of face-to-face selling from the initial prospecting cold call to developing rapport, using the six-pack impact model for need development, harnessing the resistance of the four types of objections, and presenting compelling value propositions to gain commitment.

How comfortable are your sales reps at making cold calls – and more importantly – how effective are they whenever they initiate these calls. A sales professional, like any other profession, requires the steps to use with a prospect that will ensure the highest return on the investment of their time. This also ensures that the return on your marketing investment, in terms of converting leads to customers, is maximized.

After the two-day seminar, we guarantee that you will have the confidence and competence to:

- Operate from 'Best Practices' conscious skills rather than just from patterned selling habits;
- Demonstrate the four critical components to dramatically increase their cold call to appointment ratio;
- Build credibility, trust and rapport with every buyer, every time;
- Build the customer's buying vision that only you can solve;
- Demonstrate how to handle the four types of objections through harnessing the customer's buying resistance;
- Present compelling value propositions.

Phase 1 | TYPES N' TACTICS

Phase 2 | INTERPERSONAL SELLING

Phase 3 | ENTERPRISE SELLING

{mospagebreak title=Phase 3 - Enterprise Selling}

.

.

Phase 3 | ENTERPRISE SELLING

'Aligning with the customer's complex buying process'

Do you need this Phase?

The Quick Quiz:

- Do your salespeople change their approach for each customer, depending on where the customer is in their buying cycle, or typically just operate on established patterns that have brought success in the past?
- Would your sales people be more successful if they had enhanced comfort and ability to penetrate customers at higher executive levels?
- Do your sales people ever seem 'stuck' at moving sales opportunities forward?
- Have your sales people ever had superiority in one or more of product fit/ price/ and brand recognition and still lost the business?
- Do your people ever spend time on opportunities that, after months of invested time and resources, are put on hold?
- Do your people ever lose deals because of a surprise at the end?

If sales people are going to be customer focused then they must follow a process which corresponds to how people buy rather than how they want to sell. Starting with a personal assessment, each participant gains an awareness of where they presently operate within the Four Stage Customer Focused Sales Proficiency Model. This program then provides a set of tools that allow the sales team to align themselves with the customer, no matter where the customer is in the buying process – from latent pain to evaluating solutions. With this alignment it is then possible to apply the appropriate tool(s) to powerfully build relatedness, analyze the true opportunity potential, develop explicit value propositions, and make compelling sales presentations.

After the two day seminar, we guarantee that you will have the skills to:

- Assess the gap between where you are now in the Four Stage Customer Focused Proficiency Model and where you would have to be to maximize your sales potential;
- Enroll the customer's executive management in the value of a relationship;
- Demonstrate how your product/services are aligned with the strategic direction of the customer's executive team;
- Move the customer's from indifference to having a compelling reason to act;
- Use the Impact Chain, to develop linkages of the benefits of your product and services to all key players within the customer's management;
- Use the 12 point Opportunity Assessment and the four Red Flags to optimize time management;

- Use an Organizational Map to work just as smart as you do hard in your selling;
- Select one of four competitive strategies that will enhance the probability of winning (in some instances while being out-matched vis a vis the initial buying criteria);
- Develop the unique business value of your solution within the vision of the customer so that they take complete ownership of it;
- Work with customers to develop their evaluation plans to assess us and our competitors;
- Articulate your capabilities with a compelling, unique value proposition based on a customer supported business case;

Phase 1 | TYPES N' TACTICS

Phase 2 | INTERPERSONAL SELLING

Phase 3 | ENTERPRISE SELLING