LEADERSHIP MANAGEMENT AUSTRALIA

# The Sales Edge

The Sales Edge course challenges Participants at all levels of sales experience to further develop and sharpen their attitudes and professional sales skills to achieve even greater results.

LMA

#### Participants can expect to achieve the following outcomes:

- Develop their abilities in generating sales leads
- Improve their self
   management to become
   highly productive
- Enhance their presentation and negotiation skills
- Increase their effectiveness in overcoming stalls and objections and closing sales successfully
- Strengthen their ability to develop successful customer relationships
- Increase their sales revenue, customer retention and overall market share
- Develop greater confidence and positive expectation in their ongoing development as a professional salesperson

Successful completion of the course will provide Participants with SIR30316 Certificate III in Business to Business Sales

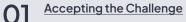
We are the people development people.

Further info and bookings call or visit—

www.lma.edu.au 1800 333 270

### Overview Meeting

Course and Competency Overview Mentor and Participant Review Draft Win-Win Agreement Goals Success Concept Feedback Online Process (FBOL)



The Importance of Professional Selling

Developing The Sales Edge Professional Selling as a Career

The Total Person® Concept

Characteristics of Successful Salespeople

Preparing for Improved Sales Performance

Work Plans, Goals, Development and Stress Management

#### D2 Knowing Your Customers and Your Market

Increasing Sales The True Value of Customers Determining Your Overall Market Selecting a Target Market Determining Your USP Developing Your Potential

# 03 Finding Quality Prospects

Identifying Your Best Prospects

Methods of Prospecting

Prospecting Through Referral and Strategic Alliance

What Level of Relationship is Required?

Who Within the Organisation Influences the Buying Decision?

Obstacles to Professional Referral Prospecting

#### 06 Planning Successful Sales Presentations

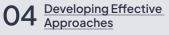
Focus on the Prospect's Self-Interest Why Have a Planned Interview Process Developing Your Interview and Presentation Process

The Rapport Stage

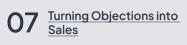
The Discovery Stage

The Solution Stage

The Action Stage



Planning Your Approach Clarify Your Objective Select the Most Appropriate Approach Method Secure the Appointment Consolidate the Appointment Preparing for Telephone Calls Leaving Messages The Communication Cycle



Understanding the Most Common Types of Objections

Handling Objections

Handling the Price Objection

Other Methods for Handling Objections

The Importance of Attitude

# 05 Improving Communication to Increase Performance

Planning Your Message Involving and Engaging Others Effective Questioning Techniques for Sales Interviews Listening for the Total Message

## 08 The Keys to Closing Sales

**Recognising Buying Signals** 

Nine Emotional Keys to Successful Closing

Understanding the Nature of Stalls

Handling Stalls

Making the Most of Each Sales Opportunity

The Power of Positive Expectancy

09 Mid-course Review Workshop

Review of Progress to Date: —Learning —Win-Win Agreements

Preparation for Mid-Course Review Discussion

Possible Win-Win Agreement Goals for Second Half of the Course

# **10** Extending the Challenge

Sharpening Your Sales Edge

The Dynamics of Customer Relationships

Identifying Customer Value

Understanding What Determines Good Customer Relationships

Sharpening Your Sales EdgeThrough Personal Leadership



#### Building Profitable Ongoing Customer Relationships Through Exceptional Customer Service

The Importance of Customer Service

Universal Customer Needs

Seven Ways to Increase Your Sales Through Personalised Customer Service

Evaluating Customer Satisfaction and Experience

The Power of Service Level Agreements

Dealing with Complaints

Sharpening Your Sales Edge Through the Power of Enthusiasm

#### 12 The Power of Sales Intelligence

The Importance of Sales Intelligence

Types of Sales Intelligence

Sharpening Your Sales Edge by Developing Your Speaking and Presentation Skills

Preparing Your Presentation

**Delivering Your Presentation** 

### **13** <sup>s</sup>/<sub>κ</sub>

#### Securing and Developing Key Accounts

Key Account Development Process

What Influences Buyers

The Results-Win Theory

Buyer Response Modes

Types of Buyers

Sharpen Your Sales Edge Through Embracing the Pure Joy of Work

Workplace Health and Safety

#### 14 Effectively Implementing and Managing Your Sales Process

Understanding the Cascading Commitment Concept

Measuring and Monitoring Your Sales Process

**Building Relationships** 

Sharpening Your Sales Edge by Improving Your Negotiating Skills

# 15 The Ongoing Challenge of the True Sales Professional

Continuous Professional Development

Set Goals for High Achievement in All Areas of Your Life

Characteristics of High Achievers

### Graduation

Individual Presentation of Course Results by Participants

Awarding of Course Completion Certificates

### Refocus Workshop

An opportunity for the Participant to reaffirm strategies and evaluate ongoing learning and changes.

Participants report on the outcomes of their Sales Territory Plan.

# LMA's Unique Learning and Development Process not only provides skill and competency development but also creates positive attitudinal and behavioural changes in the Participants.

### To ensure that measurable results and an Identifiable Roturn Øn Investment (ROI) are achieved:

- The Learning Partners are established to support the Participant throughout their learning and development process: They include:
  - The LMA Facilitator for the course
  - A Manager/Mentor from within the
  - Client organisation
    An LMA Client Support person to assist the Participant and Manager/Mentor throughout the
- development process — Each Participant establishes specific workplace goals for learning and improved sales performance in pre-course consultation with their Manager/Mentor and their LMA Client Support person.
- Comprehensive resource materials including digital and hard copy

manuals, plans of actions and audio files are provided to each Participant. These enable spaced repetition, multisensory learning and easy review.

- Each of the interactive workshops conclude with application and action steps to be applied back into the workplace to achieve measurable improvements and results.
- Participants receive one-on-one follow up and support from both the LMA Facilitator and LMA Client Support to assist with assignments, workplace application and achievement of their course goals.
- LMA's bespoke Feedback Online system provides real time review and assessment of Participants' progress.

- Mid and Post Course Reviews are conducted to review the Participant's progress and identify the measurable results achieved and the Return On Investment (ROI).
- At Graduation, Participants present their accomplishments and the measurable results and ROI they have achieved during the course.
- Participants receive a complimentary
   12 month membership to LMA's
   Graduate Program which includes:
  - Ongoing access to a Sales Development Dashboard
  - Regular Leading Edge newsletters
  - Access to webinars and training events and networking opportunities

#### Units of competency-

Successful completion of these units qualifies Participants to achieve SIR30316 Certificate III in Business to Business Sales.

Expected course duration: 32 weeks through to Graduation Refocus Session at 40 Weeks SIR30316 Status on National Register: Current

SIRWSLS004	Optimise Customer and Territory Coverage
SIRXCEG003	Build Customer Relationships and Loyalty
SIRXCEG005	Maintain Business to Business Relationships
SIRXIND001	Work Effectively in a Service Environment
SIRXWHS002	Contribute to Workplace Health and Safety
SIRXCEG001	Engage the Customer
SIRXCOM002	Work Effectively in a Team
SIRWSLS002	Analyse and Achieve Sales Targets
BSBPEF301	Organise Personal Work Priorities
SIRWSLS003	Build Sales of Branded Products



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