



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.

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

Overview Meeting

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

01 Accepting the Challenge

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

02 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

04 Developing Effective Approaches

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

05 Improving Communication to Increase Performance

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

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

07 Turning Objections into Sales

Understanding the Most Common Types of Objections
Handling Objections
Handling the Price Objection
Other Methods for Handling Objections
The Importance of Attitude

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 Edge Through Personal Leadership

11 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 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 Return On 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, multi-sensory 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

SIRWLS004	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
SIRWLS002	Analyse and Achieve Sales Targets
BSBPEF301	Organise Personal Work Priorities
SIRWLS003	Build Sales of Branded Products



NATIONALLY RECOGNISED
TRAINING