



MJM Business Solutions Limited

Management Training and Consulting

HOW TO WIN ADDITIONAL BUSINESS

2 Days

Programme overview

We have designed an inspirational and engaging two day programme to assist employees win additional business through enhancing client relationships and having a more proactive sales approach

Who should attend

- Sales managers, sales staff and brokers who are responsible for gaining new customers through proactive prospecting techniques.
- Those people in an account management role and whose responsibilities include maximising sales from a portfolio of key clients.
- Internal and external sales staff who are responsible for making outgoing sales calls to customers or potential customers. The course is relevant for those who makes appointments, deal with customer enquiries make “cold” calls; deal with complaints and take repeat orders

Outcomes

This programme provides participants with the essential skills necessary to enable them to:

- Develop a professional sales approach
- Improve planning, closing techniques and confidence.
- Acquire or enhance the skills required to develop and maintain an account.
- Identify likely sources of new customers.
- Plan and prepare a prospecting campaign.
- Identify and interpret the client’s needs.
- Build and develop sound, effective working relationships with the main contacts in the client’s company.
- Enhance motivation and enthusiasm which, in turn, will lead to increases sales and profitability.
- Deal with objections and turn complains into sales opportunities.

- Communicate effectively with potential clients. Build a personal network of support with existing clients; deliver an excellent service to retain new customers.

Programme

Preparation and Professional Sales Planning:

- Ensuring complete understanding of what you have to offer
- Having knowledge of your products and the capabilities of your company
- Understanding your competitors and their strengths and weaknesses
- Knowing what your competitors can and cannot provide.
- Choosing a successful strategy
- Developing a systematic approach

Getting Started:

- The concept of prospecting
- Reviewing existing sources of client information
- Determining where new clients can be found
- Qualifying potential new clients

Maximising Sales on the Telephone:

- How to open the conversation and retain attention.
- Creating the right impression
- How to communicate effectively on the telephone
- Voice and personality projection
- Call holding and transferring
- The ability to match your style to the client.
- Ensuring clients are aware of your expertise
- Getting yourself involved in their decision making.
- Presenting ideas and options
- Asking probing questions and effective listening
- Confirming understanding
- Reassuring the client of their decision.

Relationship Building:

- Providing a professional, friendly and helpful image
- Using empathy and rapport; honest and fair behaviour.
- Using body language, personality and behaviour that is valued by the client
- Making contacts throughout the client's organisation
- Becoming a trusted adviser

Developing the Relationship:

- The importance of power and influence
- The account manager's impact on the client
- The relationship model and how to use it
- Importance of assertiveness within the relationship.

Closing Skills:

- Buying signals and obtaining commitment.
- Pre-close techniques; identifying likely objections and appropriate responses.
- Dealing with objections
- Techniques developed and practiced, asking for the order, when and how to close.

Handling Objections:

- Using product knowledge
- Dealing with misunderstanding
- Isolating the objection restating the objection
- Offering a solution
- Providing reassurance

Follow Up :

- Contacting new clients to ensure satisfaction levels and customer retention
- Contacting prospects who did not respond to establish the reasons why
- Renewing campaigns based on client's feedbacks.
- Using this opportunity to develop further business.

Action Planning

- Plan and discuss what they will do on the return to work

Methodology

Our programme is designed to be highly practical, understandable, hands on and fun We will be using case studies and scenarios. In addition to giving ideas, principles and theories we will give delegates methods, tools, tips, techniques and strategies that will allow them to raise their understanding about all aspects of customer service

Our trainers bring with them a wealth of experience in the subject. Our approach is professional and relaxed to quickly build confidence, delivered by trainers who have consistently exceeded expectations in their own careers. We expect participants to be fully involved in the process, be enthusiastic and work hard to change their behaviours and to incorporate new learning.