



MASTERING SALES SERIES

The Basic and Advanced Selling and
Questioning Skills Workshop



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The Caponi Performance Group's Basic and Advanced Selling and Questioning Skills workshop is a part of the Mastering Sales series of workshops of necessary sales skills based on the methods and techniques from some of the industry's best known sales experts. It is also one of the most customized of all the workshops we deliver. It can be delivered anywhere from a 'Sales 101' format for newer sales representatives, all the way to a 'Sales 501' graduate level workshop for very experienced sales teams. It provides sales representatives with the skills and knowledge to sell more effectively and efficiently once they are in front of a prospect. We cover planning and running sales calls, determining what information is required for closure and how best to ask questions to get that information.

CPG teaches that even though we call it 'sales', prospects decide to 'buy', and do so only when it makes sense for them to do so. Part of the art of sales is the ability to lead a prospect through a conversational process designed to uncover opportunities that can be confirmed as important (so time is not wasted on unconfirmed, or false, opportunities), jointly assign a value to the opportunity, and review both the negative implications and positive benefits of the solution. That must also be accomplished through a trusting and mutual partnership. We also teach the principle that there are generally **not** enough suspects that are aware of their need for your product or service when you first contact them. Good sales representatives understand that, and learn how to help move suspects who are not in the market, to a position where they become participatory and collaborative prospects. Participants learn the art of questioning effectively, while developing a solid sales relationship, and how to guide prospects through the buying process to closure or at least to an earlier realization of a non-sale.



They additionally learn how to run an efficient sales call through understanding the stages of a well run sales call. Exercises are included to define a standard elevator pitch to explain succinctly what your company does to be used in the introductory stage of the initial sales call, for use in networking sessions and other prospecting activities. Other exercises help develop standard answers to common questions asked by prospects, as well as a set of good opening and in-depth questions to be used to uncover what your prospects do, where they do it, when they do it, with whom they do it, how they do it, and why they do it that way (Bryan Tracy's The Six Wise Men).

Six stage selling process with the optional negotiation stage:



△ Diagram 1

Participants learn how to shorten buying cycles and test the interest of the prospect by continuously moving the buying process forward through enforcing the concept of getting the prospect to commit to the next step in the process in the form of a next calendar event. They also learn to get the prospect to help develop the proposal that 'makes sense' to both parties, through the use of an outline or yellow pad technique.

Participants learn the techniques and methodologies they can use throughout the entire sales process to win new business and penetrate existing accounts. CPG places a strong emphasis on the following areas:

Key Elements:

1. Caponi Group Sales Fundamentals

- ▶ The 'A x E = \$' formula of success in selling
- ▶ The Key Performance Indicators (KPI) of Sales
 - Setting the proper activity levels necessary to attain your goals
 - The five ways to impact your effectiveness
- ▶ Setting the proper activity levels necessary to attain your goals
- ▶ The five ways to impact your effectiveness
- ▶ The urgency and importance of time in the buying cycle
- ▶ Why hearing 'NO' can be a good thing
- ▶ Why looking only for 'Need' will miss opportunities for sales
- ▶ The importance of knowing your number one competitor
- ▶ Leveraging the way people behave in sales situations

2. Introduction to Basic Selling and Questioning Skills

- ▶ What makes an effective sales representative?
- ▶ Sales is more about understanding than persuasion
- ▶ What is the difference between unconfirmed and confirmed opportunities?
- ▶ People don't like to be 'sold', but they love to 'buy'
- ▶ Why questioning skills are so important
- ▶ The value of being wrong
- ▶ Understand the true definition of a prospect
- ▶ The best ways to handle objections

3. The Framework of Questions

- ▶ Situational
- ▶ Follow up situational
- ▶ Consequence
- ▶ Benefit
- ▶ 'The Six Wise Men'
- ▶ Past, present and future

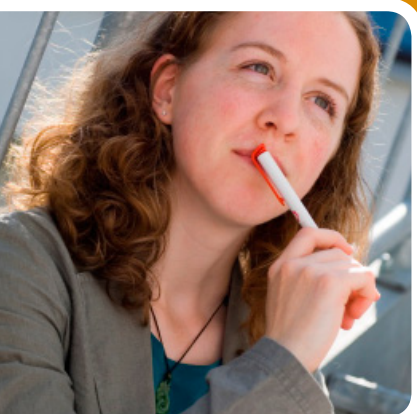
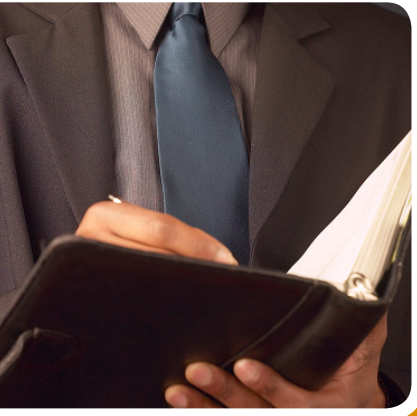
4. What Do We Need to Know to Effectively Sell?

- ▶ Features, Advantages and Benefits of our products/services
- ▶ Challenges our products/services solve
- ▶ What we need to know to qualify and close
- ▶ How to 'dollarize' prospect challenges and our solutions
- ▶ The typical late buying cycle objections that come up
- ▶ The toughest questions to ask (the elephant in the room)
- ▶ The information we must be ready to share/present
- ▶ What questions must we be prepared to answer

5. The Buying Cycle Process

- ▶ The six stages of the buying cycle or process
- ▶ Which types of questions apply to the different stages
- ▶ The optional stage of the buying cycle (Negotiation)
- ▶ Using the 'Yellow Pad' or 'Outline' approach





6. The Anatomy of a Sales Call

- ▶ The five stages of a sales call
- ▶ Controlling the direction of sales calls
- ▶ The value of the 'elevator pitch' in transitioning a sales call
- ▶ Small talk with a purpose
- ▶ Preplanning sales calls
- ▶ Getting the commitment for the next calendar event – the test

7. Helpful Hints and Tips

- ▶ Handling objections we do get
- ▶ Asking the tough questions
- ▶ Tips for delivery of questions
- ▶ Tips for being engaged
- ▶ Getting the information we need
- ▶ Creative ways to find the decision maker
- ▶ Knowing when to close

8. Case Study Analysis

- ▶ Analyze case studies – CPG and sales management developed

9. Verbal and Non-verbal Communications (optional)

- ▶ Reading body language
- ▶ DISC behavior style principles

10. Post Workshop Follow-through

- ▶ Assigned post workshop 'homework' to reinforce techniques
- ▶ Scheduled telephone conference call follow-through sessions to:
 - ▶ Track success
 - ▶ Trouble shooting
 - ▶ Role playing
 - ▶ Skill transfer to management