

professional development portfolio

Advancing the Sale

Many professionals are uncomfortable with the idea of selling. As a result they fail to explore the needs of their clients fully and propose solutions too early. This undermines their professional relationship and alienates their clients.

Advancing the Sale places the customer at the heart of the process. It shows how, by focusing on the client and moving at a speed they are comfortable with, you can persuade them to accept your professional advice by involving them more in creating the solution to their needs.

It provides the tools to help you to help them through each stage of the buying process, first creating interest and awareness of a need, then getting them excited, convincing them of the merits of a solution and closing on a new course of action.

Advancing the Sale enables the learner to:

- Focus on the customer to understand their needs
- Earn the right to advance the sales discussion by being sensitive to the pace they are happy to move at
- Create compelling 'intelligent stories' that will engage a potential customer's interest
- Uncover the customer's needs by using open, closed and intelligent questions
- Develop the customer's sense of need by identifying, widening and bridging the gap between their current position and where they would like to be
- Focus the customer's interest by involving them in devising and exploring options
- Close in a natural way that leaves the customer feeling positive about the sale



Learning outcomes

Creating interest

- How do I first approach a customer?
- Why is an intelligent story important?
- How do I tell an intelligent story?

Creating excitement

- How do I know what will excite them?
- How do I get them excited?
- How do I channel their excitement?
- How do I stay in control of the process?
- How should I handle objections?

Convincing them

- How do I involve a customer in choosing what they want to buy?
- How do I present solutions?
- How do I present the key features?
- How can I help the decision-making process?
- How do I convince a customer?

Closing

- How do I close a sale?
- How do I deal with indecision?
- How do I negotiate successfully?
- What do I do after I close a sale?

Target audience

This course is ideal for anybody involved in developing long-term relationships with clients.

Duration: 3 hours

Additional services

Tailoring: ensure this course is relevant and engaging by tailoring it to the needs of your professional community or company.

See also: *The Principles of Consultative Selling, Conversations with Customers, Consultative Selling for Marketers, Customer Service.*