

The Building Blocks of Business to Business Sales™

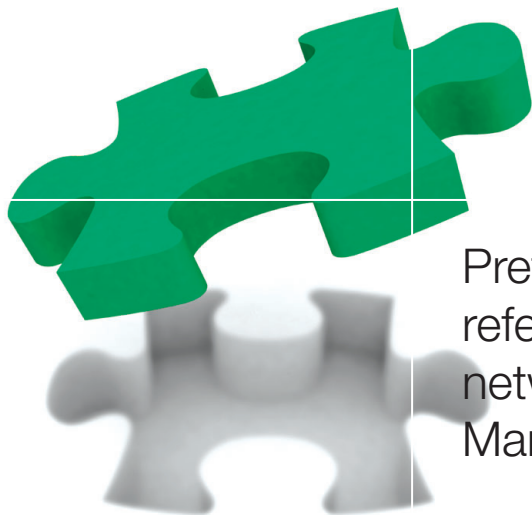
Training Program



Australia's first referred training network...



PREFERRED TRAINING
NETWORKS



Preferred Training Networks is Australia's first referred training network. All trainers within our network have been referred by Senior HR and L&D Managers from Australia's top 500 companies.

The training process in eight easy steps:

1. Decide which blocks of Business to Business Sales best fit the needs of your managers

The content of The Building Blocks of Business to Business Sales training program is the decision of the client. Simply put together the building blocks that you consider most valuable. Each block can be conducted in an hour or a day depending on your specific needs. You decide how many blocks of Business to Business Sales you would like to fit into each day.

2. Pre-program exercises

Participants are provided with relevant articles and case studies two weeks prior to the program commencing. Discussions during the training program will relate to these topics.

3. Delivery of training program

Delivery of The Building Blocks of Business to Business Sales training program.

4. Executive summary management briefing

Following the training program the trainer will be available to provide a summary of key learning outcomes to participants' managers.

5. Addendum learning journal

A learning journal will accompany every workbook. Participants will be encouraged to make note of creative solutions to address relevant work issues.

6. One-to-one coaching

Approximately three to four weeks after the program, a business coach will contact each participant to monitor their progress and provide some specific ideas to address any issues.

7. Measuring the results – Retention, Application, Impact, Training/learning index (RAIT)

RAIT is a valid and reliable learning assessment tool which produces a return on your investment, on any training program delivered. Developed by Dr Stanley Rodski, a neuropsychologist, this measurement system enables identification of training which exceeds, meets or falls short of learning expectations.

8. Smart additional learning

Individuals learn in different ways. An additional learning tool will be sent to each participant after the training program. All tools are complimentary and will be pre-approved by your learning team. Tools are selected that are likely to create a behavioural change in each participant, for example, articles of interest and reference materials such as Dale Carnegie's 'How to Win Friends and Influence People'.

Key Learning Outcomes of the Building Blocks of Business to Business Sales

❑ Understanding the Value Exchange Concept

- Identifying what exactly your clients/customers value and their perception of value
- Positioning your value offer
- Communicating value to your clients/customers

❑ Identifying your USP

- Identifying key strengths that differentiate you from your competitors
- Communicating your USP to influence buyer behaviour
- Is your USP easily copied?

❑ Lead Generation

- Understanding where your leads come from and segmentation methods
- The metrics that should be applied to weight your leads
- Getting referrals from existing loyal clients/customers

❑ Questioning Skills

- Understanding question based selling techniques
- Understanding active listening and the laddering technique
- Tailoring the message to fit the client's/ customer's needs

❑ Communication Techniques

- Communicating with different personalities, generations and demographics
- Communicating a track record to build trust
- Communicating value to your clients/customers

❑ Selling Skills for 101 Financial Services Industry

- Behaviours of successful sales people
- Adding value instead of discounting
- Understanding the AIDA model (over 50 years old)

❑ Telephone Business to Business Sales

- Differentiating your offering over the phone
- The importance of follow up
- Metrics of a good sales call

❑ Email & Proposal Writing

- Writing tips to grab attention
- Removing excess blotage from written communication
- Tailoring your message and identifying common grammatical mistakes

❑ Buyer Behaviour

- Understanding your client's/customer's decision making process
- Understanding the psychology of why your clients/customers buy
- Hedonistic purchasing or fear avoidance purchasing

❑ Negotiating Skills

- Planning and preparing for your negotiation
- Inventing win-win outcomes even if it seems impossible
- Peppering in tradeables instead of concessions

❑ Building Trust with Clients/Customers

- Understanding the 4 biggest drivers of trust
- Dangers of over-promising and under delivering
- Building trust into the client's/customer's experience

❑ Referral Business

- Who is responsible for giving you quality referrals?
- Techniques to get referrals
- Recency, frequency and monetary guidelines

❑ Building Rapport

- Personality profiling your clients/customers
- Understanding that each client/customer is unique and a one size fits all approach doesn't work
- Ice breakers to understand what drives your clients/customers

❑ Relationship Marketing

- Making sure what you offer is what the client/customer wants
- Developing a competitive advantage that can't be matched
- Making your services user friendly

❑ Building Blocks of Loyalty

- Focusing on the 'lifetime value of clients/customers'
- The 6 drivers of client/customer loyalty
- Reducing the levels of profitable client/customer defections

❑ Client/Customer Relationship Management

- Understanding what is meant by Client/Customer Relationship Management
- The importance of a loyal client/customer
- Techniques to build loyal clients/customers and create brand advocates

❑ Service Recovery

- Understanding why service failure occurs
- Understanding the client's/customer's zone of tolerance
- Effective strategies for service recovery

❑ Benefits vs. Features

- What are the benefits that clients/customers value
- Selling techniques that emphasise on benefits rather than features
- What is the Benefit Selling Model

❑ Value Added Services

- What are your value added services
- The different techniques to create value
- Increasing repeat purchase behaviours

❑ Organisational Decision Making Skills

- Organisational buyer behaviour
- Influencing decision makers
- Exploring different opportunities in the same organisation

❑ Influencing Skills

- Understanding the psychology of influencing
- Understanding decision making
- Overcoming objections

❑ Meeting Etiquette

- What is the protocol needed for business meetings
- The importance of an appropriate structure
- Modifying your protocol to suit the different types of meetings

❑ Territory Management Skills

- Planning and preparing for your day everyday
- Understanding different territory segmentation techniques
- Understanding how these skills can deliver better services to clients/customers

❑ Interpersonal Skills

- Understanding how to communicate with different personalities, generations and cultures
- Understanding how to tailor your messages
- The benefits of 'active listening' and 'questioning' skills

❑ Presentation Skills

- Overcoming tension and anxiety before any presentation
- Planning for each presentation by researching your audience
- Engaging your audience by getting them interested in your message

The Results

“If you cannot measure it – if you cannot express it in quantitative terms – then your knowledge is of a meagre and insignificant kind.” Lord Kelvin 1842.

Measurement

Measuring training has never been easy and measuring learning even more difficult. How do you know if the training you are providing is increasing learning and adding value to your organisation?

The Building Blocks of Business to Business Sales™ training program is measured by Dr Stan Rodski, Chief Psychologist at the Measurement Institute of Neuropsychological Diagnostics (MIND). Objective evidence regarding learning, training impact and business outcomes is gathered by Dr Rodski using proven psychometric techniques and measures, developed by MIND over the last 10 years.

These include:

- Pre and post measurement of the training program and learning outcomes.
- Fully benchmarked data for comparative and improvement processes. Comparative data includes high profile business to business Sales programs from around the world including USA and UK.
- When/if required, behavioural interviews by MIND measurement psychologists to verify, clarify and expand on the data collected, from assessments with participants.

A clear and detailed report will be provided. This easily understandable report establishes the impact of the training, learning and retention which has taken place. Trend analysis, time comparisons and benchmarking are all provided within 24 hours of evaluation.



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Sample of a typical Building Blocks of Business to Business Sales training program

After analysing the current skills of your team, you might decide that the following training package fits with their training needs.

Day 1

- Customer/Client Relationship Management
- Presentation Skills
- Meeting Etiquette



Day 2

- Identifying your USP
- Territory Management Skills
- Interpersonal Skills
- Service Recovery



Pre-program exercises



Executive summary management meeting



One-on-one coaching for each manager three weeks after the program

Your training program will then be assembled and delivered to your team exactly to your instructions.

