



## SERIOUS Selling

Duration: 2 Days    Course Code: GKSERIOUS

### Overview:

SERIOUS™ Selling is an innovative, consultative-based sales training programme with a proven track record of success in the dealing with high value, complex sales. It provides a sales framework to help you:  
Build and win bigger deals, Bring business in sooner, Beat your competition!

### Target Audience:

This is a two-day event involving a number of group exercises and role plays as part of an overall experience. It is suitable for all salespeople regardless of age or experience. It is also suitable for anyone in a customer-facing role who can add value to the selling process, for example, sales managers, sales engineers and customer relationship personnel, etc.

### Objectives:

- Use the key areas of preparation essential for sales success, whilst identifying customer Hot Buttons for high impact engagement.
- Identify who to talk to and what to say for all levels of engagement from CEO to Operations.
- Use the psychology of buying and use all the tools and knowledge needed to identify sales opportunities and motivate customers to take action.
- Take a customer from a suspect who might buy, to a prospect who has to buy, by using tips and techniques to gain maximum leverage with customers. Deal with objections confidently and use them to their advantage.
- Leverage their Personal Brand to differentiate themselves and create success in a competitive market place.
- Bring deals to a successful conclusion using proven tools and techniques for a professional close to a sales opportunity.

### Content:

#### Getting SERIOUS:

- An introduction to the course, participants and materials

#### Situational Fluency

- Understanding the Key areas for preparation
- Qualification and its importance at the earliest stages of a sale
- How to be SMART

#### Engagement:

- Identify the people with the authority to make or influence decisions in your favour
- Multi-Level selling
- Selling across the business
- Building a Key Introductory Message

#### Requirements:

- The psychology of why people buy
- The 3 stages of Customer need
- Questioning for results
- The top questioning technique
- Professional Listening

#### Implications:

- The power of Diagnosis
- Advanced questioning skills
- The power of Metrics
- The benefit of Benefits
- Qualifying IN

#### Objection Handling:

- Why Objections are good
- The 3 "C's" of Objection Handling
- The 3 Golden Rules

#### Unique:

- Differentiation
- Building a Personal Brand
- Winning the Competitive Battle

#### Success:

- The final steps to success
- Understanding a Customers Decision Making Process
- Closing techniques
- The Perfect Plan

## Additional Information:

Participants of this course will also have the option to subscribe to SCTV, where the content of this course is available in short IPTV episodes for ongoing embedding of the learning content. Sales managers can also use this facility to coach salespeople in best practice techniques. For more details on SCTV contact the number below.

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## Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 01924 377489

[info@globalknowledge.co.uk](mailto:info@globalknowledge.co.uk)

[www.globalknowledge.co.uk](http://www.globalknowledge.co.uk)

Global Knowledge, Mulberry Business Park, Fishponds Road, Wokingham Berkshire RG41 2GY UK