

Selling Benefits

We are led to sell to the people around us ideas, projects, solutions, services or products. However, whenever we are facing a real case, we sometimes experience difficulties. Where do we start from?, What do we have to do? How do we proceed? All of this requires structure, tools and methods.

What is in it for me in this workshop?

📌 Becoming a counsellor for customers and prospects

📌 Doing Business repeatedly

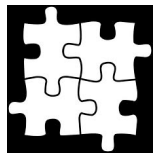
📌 Generating better profit margins

📌 Using a clear step-by-step structure

📌 Creating long-term relationships



Understand



Integrate



Practise

Selling Benefits Agenda

DAY 1

- 🎤 Empathy and assertiveness
- 🎤 Sales Structure in two + five + two steps
- 🎤 Prospecting essentials

- 🎤 Warming up phone calls
- 🎤 Preparing for a meeting
- 🎤 Establishing/ building rapport

- 🎤 Engineering of questions
- 🎤 Discovering Needs
- 🎤 Understanding Motivations



Subgroup Discussions



Role Plays/ Exercises

DAY 2

- 🎤 Presenting Solutions
- 🎤 Personalising argumentation
- 🎤 Added-value and competitive Edge

- 🎤 Triggering adherence and commitment
- 🎤 Spotting and handling objections constructively
- 🎤 Maximising profit margins

- 🎤 Locating Buying Signals
- 🎤 Closing a deal
- 🎤 Establishing Loyalty



Tools, Models, Methods



Illustrative Videos



Role Plays/ Exercises