

## The New Sales Culture

This 'Authentic Selling' program is designed to assist you change your sales culture for the better.

### Why do we need to change our sales culture?

The act of buying has changed dramatically, and our sales culture needs to adapt.

We need to ensure that we have a solid process to use and that there is uniformity across sales people.

We need to engage more effectively with our customers in a way they want to engage with us.

Our customers should be able to depend on us, especially as they try to navigate a confusing new world awash with more challenges, more information and more options.

### What do we need to do?

We recognise that we need to:

- Implement a program that will enable us to create and transition to a more viable sales culture across our organisation.
- Create a culture where our primary focus is on driving value for our customers by leveraging insight and creatively innovating.
- Enhance our ability to challenge and lead our customers to help them find ways to improve their business.
- Create more sustainable business and selling practices that continually grow revenue and profitability in both good and difficult times.

### How will this program help?

This 'Authentic Selling' program will assist sales team to develop this sales culture.

It is focused on assisting salespeople, sales support staff and sales management to adopt a winning sales process supported by proven selling principles and values. It is designed to help you develop a common selling language enabling you to grow a culture that will enhance sales productivity and create maximum value for our customers and our people.

### Program Objectives

'Authentic Selling' is a sales skills development program that has been specifically developed for salespeople and their teams who are selling products and/or services to dealers, distributors or direct to businesses or government. It assumes the participant has some sales experience.

The purpose is to provide salespeople with knowledge, skills, processes and tools they can apply in order to:

1. Help customers improve their business
2. Improve their sales productivity and success
3. Generate more business with new customers
4. Improve retention and revenue growth with existing customers
5. Collaborate and lead teams to successful sales results

## Program Structure

This program is structure into two parts.

### 1. Workshop:

The first part is a 2-day workshop designed to impart an understanding of the Authentic Selling sales philosophy and the associated process and methods that salespeople are expected to deploy.

### 2. Reinforcement Sessions:

It is expected that each attendee will attend 8 follow-up sessions over 4 months that are designed to reinforce the workshop content and ensure that it is put into practice consistently across your organisation.

## Learning Outcomes:

At the conclusion of the program participants will:

- Understand the true meaning of sales - how to assist your customers to make decisions of value to them.
- Be familiar with leading selling methods, processes and required skills
- Assess your own associated strengths and identify development plans
- Understand and manage the stages of the sale (EDVANCE)
- Know how to develop customer focussed 'Value Propositions'
- Know how to find and engage with new prospects
- Know how to build rapport and trust
- Be able to implement basic Social Selling skills
- Be able to discover the customer's explicit needs
- Know how to discover what you need to know before you can sell to a customer
- Learn communication Skills, body language, questioning, listening
- Be able to Propose value
- Know how to authenticate your claims of benefits and value
- Know how to handle objections
- Learn how to Negotiate effectively
- Improve your capability to achieve final commitment effectively
- Learn Time Management skills

Let's discuss how Authentic Selling can help change the culture of your sales team and help them develop the skills needed to be successful in this rapidly changing buying and selling environment in which we now live.

Call me or drop me an email to arrange a time for us to catch up

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This program is based on training developed by Custell; specialists in the development of enhanced relationship management applications providing account and relationship managers with the tools to leverage your business relationships.

I am pleased to have been able to contribute to the development of this program and to offer the Custell sales and relationship management applications as part of our sales training and management portfolio