

B2B SALES FOUNDATIONS

IMPROVING INDIVIDUAL AND COMPANY SALES PERFORMANCE

Every salesperson needs to master the basics. The world of sales may be rapidly changing. Buyers are more informed and more demanding than ever. As salespeople, we must adjust to this paradigm shift. There are more tools, technology, and methodologies available to salespeople now than ever before. But unless you build on a solid foundation, salespeople will fail to reach their true potential. Whether you are selling "widgets", the latest technology on the market to multi-nationals or new business concepts to your management team, the key factor in your approach will be your attitude. Based on Wayne Moloney's book, 'Your Roadmap to Achieving Sales Success', this training program shows how to build a positive attitude towards selling, towards your product, towards yourself and towards your client. Each being fundamental for success in sales. How we sell is becoming more important than what we sell. The program then develops the basic steps in a consultative B2B selling process, aligning with the modern buyer's journey. The training covers prospecting, qualifying, the proposal phase, confirming the sales and managing the long-term relationship - all for a more effective result.

Learn to win more sales by:

- ✓ Better identifying your target market and ideal customers
 - PROSPECTING
- ✓ Creating demand for your product and service
 - SELLING BENEFITS AND VALUES
 - QUALIFYING
- ✓ Satisfying the demand
 - PROPOSING
 - PRESENTING
 - CLOSING
- ✓ Developing and managing the prospect and/or client relationship
 - RELATIONSHIP MANAGEMENT

METHODOLOGY

This program is highly interactive and practice-oriented; special emphasis on group discussions, self-assessment, role plays and case studies. The participants will learn to develop their own sales strategies and gain a new understanding of how their thoughts and feelings influence sales situations.

DURATION

Delivered in-house for sales teams over 2 days or broken down into practical sessions over a longer period with each session addressing a specific area of personal sales development.

For individuals, training is provided on-line as part of an individual or group mentoring program.

TARGET GROUP

Anyone in a frontline sales role including SME owners and B2B salespeople.

Businesses looking to provide their sales teams with a common, solid foundation on which to build sales success.

LET'S TALK

Let's discuss how B2B Sales Foundation training can help the individual salesperson or sales team. Lay a solid foundation on which to build a culture of success develop the skills needed to be successful in this rapidly changing buying and selling environment in which we now operate.

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

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PROGRAM SUMMARY

- Attitude Is Everything
 - How to develop a positive attitude towards selling and being a sales "consultant"
- Why We Lose Sales
 - Understand the buyer's behavior
- Relationship and Consultative Selling
 - Building trusted relationships to close and grow more sustainable revenue
- Stages of Selling – The Sales Cycle
 - The logical selling flow that aligns with your buyer's journey makes closing a natural and obvious conclusion
 - Build a consistent sales process
- Lead Generation – filling your pipeline
 - Identifying your ideal clients
 - Knowing your competitive advantage
 - Suspects v Prospects
 - Qualifying & Managing Your Prospects
- Face-to-Face with the Prospect
 - Preparing for the Sales Call
 - Creating an impressive professional image
 - Building rapport with the customer
 - Understanding different buyer roles and personalities
 - Develop questioning that uncovers and answers objections before they arise
 - Understanding the importance of active listening
- Selling Benefits and Value, NOT Features
 - Position yourself, your products and services with the client's needs in mind
 - Challenging the status quo
 - Identifying and presenting to your prospects business and personal needs
 - Addressing PAIN or delivering GAIN
- Handling Objections – they are really a sales tool.
 - "Managing" objections
 - Reducing resistance
- Confirming the Sale
 - Negotiation and Closing
- Set plans and action steps to accomplish your sales objectives and achieve success

ABOUT THE TRAINER



"WAYNE MOLONEY is a sales strategist and business growth specialist with extensive sales and management experience across a diverse range of industries in the Australian, Asian and European markets. With over 4 decades of hands-on experience in B2B sales, he provides practical training, mentoring and consultation to individuals and businesses to help them build sustainable revenue and reduce the risk of failure.

Wayne is the co-founder of Sales Leader Forums and a foundation member of Sales Masterminds APAC"



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