



Real Solution Selling

Duration: 2 Days **Course Code: RSS100E**

Overview:

The Real Solution Selling program is a 2-day workshop designed to help sales professionals develop the skills and competencies required to succeed in Solution Selling.

Target Audience:

All sales professionals and internal partners involved in selling solutions to customers.

Objectives:

- **After you complete this course you will be able to understand :**
 - The differences between product or needs based selling and solutions sales
 - The Solution Selling Process
 - How to use a questioning-process to uncover and develop sales opportunities
 - Understanding your customer's Business Model
 - Uncovering decision criteria
 - Aligning the Decision Making Unit
 - Providing leadership to internal and external partners to improve the end-customer experience and close more business
 - Selling business value – not features and benefits
 - Applying advanced influence to gain decision maker commitment
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Follow-on-Courses:

The following courses are recommended for future development :

- Team-Based Selling
 - Building Strategic Partnership
 - Leading EDGE Selling.
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Content:

Introduction

- Program objectives and agenda
- Personal Learning Goals
- The evolution of professional selling

What is Solution Selling?

- Product versus Solution selling
- The Solution Selling Process

Uncovering Solution Selling Opportunities

- The importance of effective account planning
- The Strategic Questioning Process

Developing Sales Opportunities

- Refining your understanding of the problem and situation
- Securing executive sponsorship
- Understanding the customer's motivation to take action

Creating Customised and Integrated Solutions

- Providing informal leadership
- Influencing decision criteria
- Defining business value

Closing the Deal

- Influencing decision makers
- Surfacing and dealing with buying resistance
- Dealing with competition

Program Wrap-Up and Action Planning

- Your Solution Sales Opportunity
- Personal Action Planning

Further Information:

For More information, or to book your course, please call us on 00 966 92000 9278

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