



4D Group

Help your Client make a Buying Decision

Who would benefit?

This programme considers a practical needs-based approach to selling. It will help delegates develop an appropriate professional sales methodology that supports the client's buying decision.

Objective

The course emphasises the importance of focusing on customer needs, (needs based selling) during the 'sales interaction'. At the end of this course, you will be able to:

- Experience practical sale scenarios (buyer – seller) through structured role plays
- Understand the benefit of a 'Needs-based' sales approach
- Outline the key steps in the sales process, by developing a structured sales methodology
- Plan and prepare for the 'sales call'
- Conduct the sales calls and use appropriate face to face skills in order to help customers make more informed buying decisions
- Develop effective probing techniques to uncover client needs

Contents

- Work with the client to understand the client's situation (from their perspective) by using appropriate interpersonal skills (rapport - mirroring, matching and pacing)
- Review the implications of client concerns
- Open the sales call
- Use practical techniques to overcome customer indifference and objections – day 2
- Probing skills to establish fundamental client needs
- Effectively close the sales call and agree the way
- Support the client by ensuring a mutual understanding and agreement throughout the sales process

Duration

One Day

Delegates

Max 12 ideally to create trios

Notes

This programme was last run for the British Insurance Brokers Association BIBA. Under the BIBA system this programme qualified for 36CPD points.