

Developing leaders and organisations to their full potential™

EFFECTIVE CONSULTATIVE SELLING®

Organisations that have well trained sales people benefit through increased sales, better client relationships, improved market share and healthy profits.

The Effective Consultative Selling® Course is designed to help sales people (and their managers) develop a structured sales process and build the winning attitudes and habits required to be an effective salesperson.

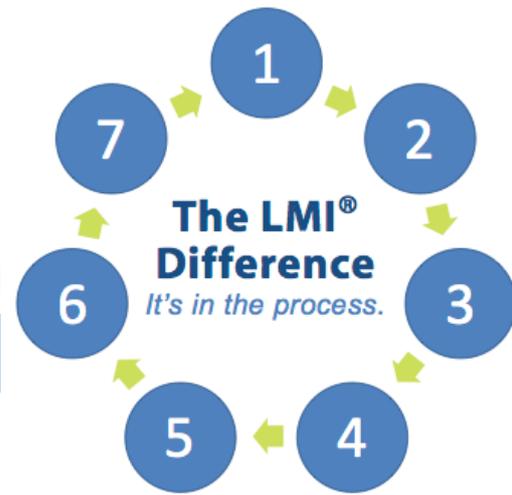


Experience the LMI® difference



This LMI® course is designed to help participants:

- Locating new customers, clients and markets
- Understanding how to approach prospective customers and markets
- Delivering presentations that work
- Analysing the psychology of why people buy
- Developing customer and client relationships
- Using self-management tools and measurement techniques to be a highly effective salesperson
- Creating ongoing orders
- Capitalising on added value approach



MODULE ONE

Concepts and overview workshop

The Total Leader® Concept
 What is Success?
 Importance of Attitude
 Developing potential workplace goals
 Self-evaluation exercise

MODULE TWO

Defining Your Target Market

The power of target marketing
 Choosing your target market
 Determining the needs of your target market
 Prospecting attitudes and activities
 Profiling a Class "A" prospect
 The referral prospecting process

MODULE THREE

Approaches that Sell

What is the approach
 Pre-approach communication
 The telephone approach
 Other approaches

MODULE FOUR

The Sales Interview

What is a Sales Interview?
 Why have a planned interview process?
 Learning the interview process
 The nine step interview process
 Preparation for the interview
 Focusing on the prospect's self-interest
 Ensuring favourable conditions
 Adding interest to the interview

MODULE FIVE

Discovering the Prime Buying Motives

What prospects want and why?
 Know yourself
 Know your prospects
 The power of probing
 Asking probing questions
 Listening pays off

MODULE SIX

Mid Term Review

Assessment of process
 Capitalising on key learnings
 Development of My Daily Work
 Organiser
 Communication styles

MODULE SEVEN

How to Close Sales

Closing Principles
 Recognising buying signals
 Selecting the right close
 Steps to mastering closing techniques
 Don't buy back your sale
 Don't leave business on the table
 Asking for referrals

MODULE EIGHT

Overcoming Stalls and Objections

Handling stalls
 Objections as buying signals
 Handling objections
 Countering objections
 Handling the price objection
 Disagree without being disagreeable

MODULE NINE

Graduation

Individual Results Presentations

Awarding of Certificates

THE UNIQUE LMI PROCESS

- Specific workplace goals for learning and performance improvement are established in consultation with the participant and Company management
- Individual support from the LMI® Coach guides the participant's "on the job" application of the learning to the accomplishment of the goals
- Complete resource materials allow multi-sensory learning and regular review
- Nine interactive modules are facilitated in convenient weekly workshops
- Each workshop concludes with application and action steps to produce measurable results
- LMI's unique online feedback system monitors real time progress
- Mid and post-course reviews are conducted by the LMI® Coach with the participant and their chosen manager/mentor
- Participants present key results and a summary of accomplishments at a special graduation meeting