

Mercuri International

MI ESSENTIAL SELLING SKILLS

IMPROVE YOUR SALES

This is a path to brush up your essential selling skills which are always the base of any successful sales conversation. Discover all the steps of the sales process and get useful tips on how to apply relevant selling techniques.



AUDIENCE

All sales professionals who would like to improve their sales performance.



DURATION: 2 hours 30 min



FURTHER INFORMATION

This path follows a storytelling approach with a sales representative and his coach. The path contains videos, exercises and downloadable documents as well as interactive activities and open forums to connect with the community.



TRAINING COURSE OVERVIEW

Step 1: Introduction to the DAPA sales method

Step 2: Preparation of a sales meeting

Step 3: The first approach

Step 4: Defining your customer's needs

Step 5: Effective argumentation

Step 6: Handling objections

Step 7: Closing the deal

Step 8. Let's practice!



TRAINING COURSE OVERVIEW

STEP 1: INTRODUCTION TO THE DAPA SALES METHOD

What is DAPA?

Effective selling requires a structure to successfully influence customers to buy. Discover how the DAPA sales method can help you improve customer commitment and make your customers to come to their own conclusions and decisions in the sales process.

DAPA stands for:

- Definitions of the customer's requirements for your product or services.
- Acceptance of the requirements by the customer.
- Proof that your solution can fulfil the customer's requirements.
- Acceptance of the solution by the customer .



STEP 2: PREPARATION OF A SALES MEETING

Preparation is key

One important key to success is self-confidence. An important key to self-confidence is preparation. It's necessary that you prepare yourself in advance to make sure you ask the right questions.

How to prepare

Learn how to fully prepare yourself for a sales meeting using these key points:

- Collect Information
- Relationship analysis
- Target for the meeting
- Approach structure



STEP 3: THE FIRST APPROACH

Make your first meeting successful

The first contact with your customer is extremely important, let's discover how you can be proactive and take the lead in order to get the most out of your meeting.

To ensure that you and your customer are on the same page you need to present your objectives as benefits for the customer and make sure you both have the same time frame. Learn how to make the customer confident that it's worth spending time on a first initial meeting with you!



STEP 4: DEFINING YOUR CUSTOMER'S NEEDS

How to move forward after the first initial meeting

To find out the customer's needs, you have to ask the right questions with the right attitude. Learn how to formulate questions to understand your customer's situation in depth.

Customer needs

To get a better understanding of your customer's situation, this step offers you a structured technique of asking the questions you need answer to, called FOCA. This method is based on finding out the customer's current situation, but also the emerging needs. Using a funnel technique for your questions, you are making sure you get all the information you need in order to proceed.



STEP 5: EFFECTIVE ARGUMENTATION

Effective argumentation

This is the moment to convince your customer of the effectiveness of your solution. It should be clear to your customer how you are meeting the customer's requirements.

Discover your abilities of capturing your customer's attention and in a powerful way present the benefits of your solution in relation to the customer's needs. Effective argumentation will make you reach the goal of the customer choosing you instead of your competitors.



STEP 6: HANDLING OBJECTIONS

A key stage in the sales process

It's unusual not to receive an objection at some stage of a sales meeting. By understanding the objections and what they reveal, you'll discover the most effective approach to handle these.

The 7-Step technique

This technique will teach you how to understand your customer's objections and how to handle them properly.



STEP 7: CLOSING THE DEAL

Closing a deal – beginning of a relationship

Pressure is at its peak and stakes are high. In this step, you will discover how to successfully close a deal. More specifically, you will find 6 techniques that will guide you through the exiting, yet difficult, finishing steps of the sales process.

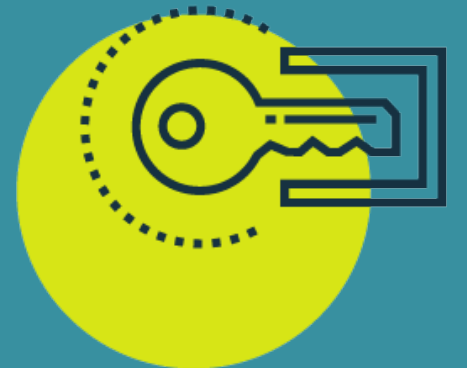
How can we speed up the customer's decision? When is the right time to close and why do we still fail sometimes? Find out the answers in the interactive module on how to close the sale which is a part of this step.



STEP 8: TIME TO PRACTICE

Test your essential selling skills

The last step of this path includes an interactive scenario-based module with gamification, where you can apply what you have learnt and get access to additional details and documents on the key sales techniques and strategies from the course.





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