



Mercuri International

# ESSENTIAL INSIDE SELLING SKILLS



# PROGRAM OVERVIEW

## Mercuri International **ESSENTIAL INSIDE SELLING SKILLS**

This is a program to improve your sales performance when dealing with a customer “from the office” or remotely. Following this path, participants will discover the whole sales process and get useful tips on how to apply relevant selling techniques - from the research of information about a prospect to closing the deal.

### **AUDIENCE**

All salespeople who want to improve their sales performance.

### **DURATION**

Digital content: **4 hours 30 min**

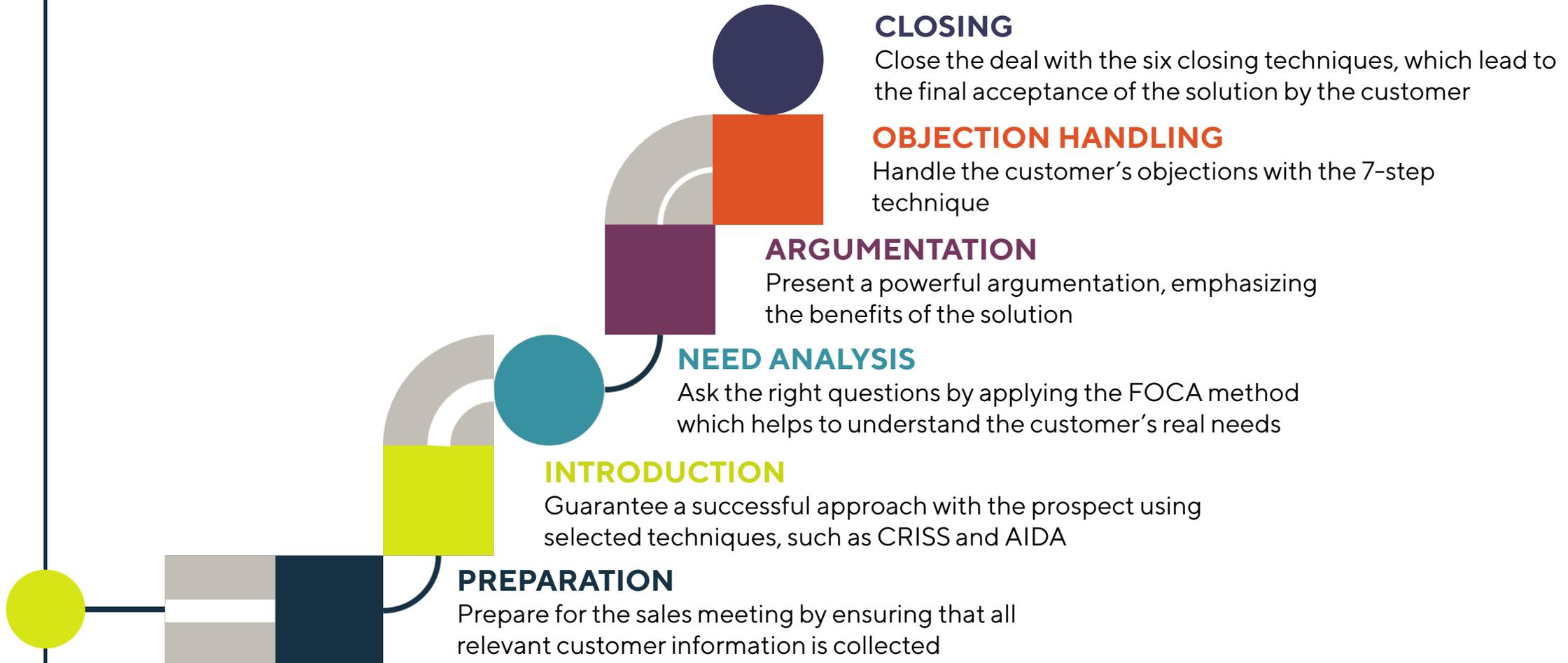
### **DELIVERY FORMAT**

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with a sales representative and their coach. Videos, exercises, questionnaires, downloadable documents, gamified scenarios and open forums to connect with the community. All material is supported on laptops, tablets and smartphones.



# PROGRAM OVERVIEW



# CONTENT OVERVIEW

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## INTRODUCTION TO COURSE

- Why master Essential Inside Selling skills?

2

## PREPARATION

- How to collect information about the prospect

3

## FIRST CONTACT

- How to make your LinkedIn profile PRO
- Build a powerful first message
- New contact hunting
- Creating effective posts on social networks

4

## FIRST CONVERSATION

- How to connect with the prospect
- Define the target of the call
- How to structure the call

5

## APPROACH

- How to approach the prospect: selected techniques

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## DEFINING CUSTOMER'S NEEDS

- Defining needs
- Understanding your customer's needs
- Discover customer's needs with the FOCA question bank
- Need discovery action tips

7

## ARGUMENTATION

- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

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## HANDLING OBJECTIONS

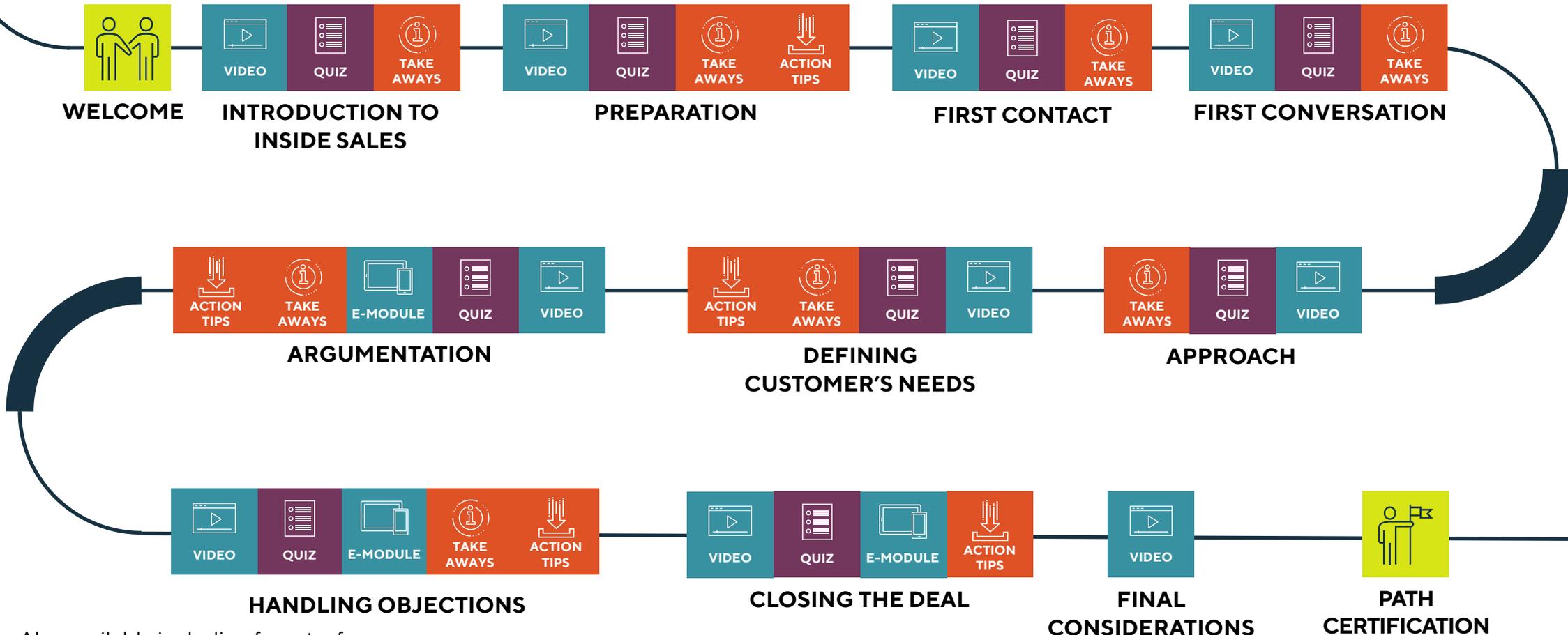
- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips

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## CLOSING THE DEAL

- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes

# LEARNING PATH



 Also available including face-to-face or virtual sessions along the path



Mercuri International

GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

