SALES EFFECTIVENESS FUNDEMENTALS

Training Programme Options 2023

The below course outlines have been developed using a combination of sales psychology, Neuro Linguistic Programming (NLP), and well-established Sales 101 training techniques to deliver a unique high impact sales training syllabus. The content covered gives sales executives the tools required to build client relationships, identify high probability leads, develop the sale, and close the deal.

The training structure comprises of three parts:

(i) Pre-Learning: At the client's option, 15-30 minutes of pre-session tasking shall be distributed to prepare participants for the content. This could be as simple as an outline of what will be covered to set expectations, articles to read, or some scenario planning to allow the content to be applied to real business situations. Pre-learning is customised based on the clients' requirements.

(ii) Course Delivery: Recommended course duration is 1 or 2 days which can be consecutive or two days within a two-week period (longer gaps not recommended). Interaction is encouraged during trainings through the use of frequent group breakouts, case studies and/or role plays. Courses are available both online and face to face.

(iii) Post-Training: The key to achieving an ROI from soft skills training lies in the adoption of the skills taught. The training day is only the beginning, without a concerted focus to review, apply and analyse, it is likely that much of the value from the training will be lost. Evolution-U can propose post-training review processes ranging from a zero-cost client managed approach to the most advanced behavioural analysis tool available and instructor-led follow up sessions.

The below symbols indicate content of high importance. If your sales training is a first-time team training, modules with the symbol should be included. If your team is more advanced, modules with the symbol should be included.

MANDATORY

RECOMMENDED (INTRODUCTORY LEVEL)

RECOMMENDED (ADVANCED LEVEL)

NOTE: Modules are designed to be stand alone and selected by the client, however final course design shall be at the discretion of Evolution-U in order to ensure logical flow of content.

EVOLUTION U

MODULE A: BUILDING RAPPORT

DURATION OPTIONS: 60-120 MINUTES

> ***"This session covers the principle of building rapport which is THE key to effective communication, developing trust, and to building and maintaining relationships"***

Building rapport is the basis of all effective communication. If we want to successfully sell our product or service, negotiate a deal or build a long-term relationship, the chances of success are increased tremendously if there is rapport between the parties. In this module participants are taught NLP based techniques to build rapport using both conscious and unconscious triggers.

MODULE B: FAST TRACKING TRUST

DURATION OPTIONS: 45-90 MINUTES

The Structure of Trust

Understanding the Trust Equation is at the core of being a trusted advisor. An ability to operate within its boundaries and generate accelerated and long-standing trust is the ultimate objective of this section. The module focuses on analysing the four dimensions of trust, namely Credibility, Reliability, Intimacy and Self Orientation. If the focus of the training is to develop deeper client relationships, then this module is recommended.

$$T = \frac{C + R + I}{S}$$

MODULE C: THE NLP 5 STEP SALES PROCESS

DURATION OPTIONS: 15-120 MINUTES

The NLP based 5 Step Sales Process provides a referenceable structure for managing the sale, so that at any time during a sales pitch, the sales executive can identify where they are, and whether a change of track is required. For organisations with well-developed sales processes this section may not be required however, if your is new or growing rapidly, a structure needs to be put in place and the NLP 5 Step Sales Process is an excellent option.

The recommended duration for this section is a function of what else is covered during the training since each of the 5 steps is covered in detail in other modules listed in this document.

MODULE D: UNDERSTANDING CLIENT NEEDS (QUESTIONING)

DURATION OPTIONS: 60-120 MINUTES

Asking the Right Questions
The process of asking the right questions is the pathway to understanding client needs. Many sales professionals, however, fail to progress beyond Level 1 (FACT) type questions. This means that while they gather valuable information, they fail to understand the drivers impacting their client's business because they don't ask Level 2 (NEEDS) questions. This results in a lack of understanding of why buying decisions are being made, and an over reliance on intuition and experience. Level 3 (DESIRE) questions are the most advanced questioning method that leverage off established relationships and the impact outcomes have on the client at Ann individual level.

MODULE E: MANAGING OBJECTIONS

DURATION OPTIONS: 60 MINUTES (Introductory Level)
120 MINUTES (Advanced Level)

"Dealing with objections and going for the close is where many salespeople let themselves down. The techniques introduced in this session form the basis for closing the deal!"

Dealing with Objections & Price Resistance (Introductory)
In most sales the most common objection is price. By learning techniques to deal with inevitable price resistance we aim to manage a barrier that often derails the sale. In this final section techniques for dealing with objections and inevitable price push back are proposed and group discussion is encouraged so the principles can be applied in a setting relevant to the participants.

Reframing (Advanced)
The linguistic technique of reframing is used to reduce resistance, deal with objections, and generate options. This technique is used frequently in sales, negotiation and mediation and is considered one of the more difficult NLP based techniques to master. A readily usable structure to develop reframes is taught and exercises are conducted allowing participants to practice generating reframes to everyday business situations.

MODULE F: GAINING CUSTOMER COMMITMENT

DURATION OPTIONS: 60-90 MINUTES

Creating Compelling Events
Uncovering what will move the client to action is not an exact science however there are techniques that can help in this quest. Building on the principles taught in session #2 and utilising the principles of persuasion psychology, approaches to creating a compelling event are introduced.

Generating Commitment
This section introduces and analyses the powerful principle of reciprocity which states that across societies, there is an obligation to repay what has been given to us. A series of examples and class exercises are used to demonstrate the principle so that participants are in the position both to recognise when this is being used against them, and when they can use it to increase the chances of success on a given deal.

MODULE G: THE PSYCHOLOGY OF SALES

DURATION OPTIONS: 30-60 MINUTES

Salespeople need to be resilient. The top 20% of sales people make 80% of the money and without the right mindset, reaching the top 20%, then top 10% is highly unlikely. Failure is part of life and in sales, it is a valuable part of the learning process. The most successful sales people failed more than their less successful counterparts however, they knew how to learn from their set back and become incrementally better.

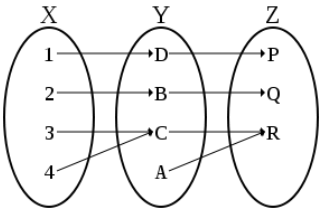
Understanding the psychology underlying the process of the sale is valuable in developing one's own sales style. Depending on the time allocated, this section gives participants a series of tools and reference points to build personal resilience so that they will approach clients interactions with the confidence and presence required to be a top decile sales person.

MODULE H: PIPELINE MANAGEMENT & THE COMPETITOR MATRIX

DURATION OPTIONS: 90-120 MINUTES

Pipeline Management (Introductory)
An approach to pipeline management is introduced where time allocation and funnel control are proposed as the key elements to disciplined pipeline management. This is followed with an individual or team exercise (as is most appropriate for the client) to implement the principles taught and review current pipeline management efficacy.

The Competitor Matrix (Advanced)
A SWOT based methodology is introduced for creating a visual tool used to analyse your product or services position relative to competitors in the eyes of your clients. Time is dedicated for participants to develop the competitor matrix for their organisation.



MODULE I: CLOSING THE SALE

DURATION OPTIONS: 60-90 MINUTES

The Psychology of Closing
Many sales executives experience anxiety and stress when approaching the close due to a failure to transition effectively through the close. This brief analysis of the psychology of closing discusses how to remove these issues and make the close just another step in the sale process.

The Closing Techniques Weaponry
Following on from the psychology of closing, the closing techniques weaponry gives a series of closing techniques which, with practise and pre-planning, can help reduce resistance to the sale.

MODULE J: ROLE PLAYS AND REVIEW

DURATION OPTIONS: 60-120 MINUTES

Role Play and Analysis
All sales trainings conclude with participants preparing in groups for customised role plays which will then be played out by a select number of team members from each group, and observed by all other participants. This is referred to as a "fishbowl" approach as everyone is able to observe and then give input in the post-role play analysis. The role play preparation will challenge participants to use the skills taught in a realistic scenario, while the post role play analysis will allow discussion, scenario sharing and best practises to be identified and adopted. Depending on the number of role plays and time allocated to this section, the first role play only can be fishbowl method and then all participants engage in one on one role plays.

Top Takeaways
We conclude with a 15-minute review whereby participants individually list their top takeaways from the training, then as a group discuss. The objective is to identify the minimum skills adoption required by the team and drive commitment to group improvement. This exercise forms an important part of the post-training follow up process.

MODULE K: ADVANCED SELLING STRATEGIES

RECOMMENDED DURATION: 45-60 MINUTES

There three most used advanced approaches to selling are; value added sales, solution based sales, and problem creation. Understanding the difference between the three strategies, in which situation each should be used and how the attributes of the different strategies can complement your teams existing approach to sales is a valuable process. This section sets the platform for crucial discussions relating to how to win new clients by standing out from the crowd, and how maximise wallet share from existing clients.

EVOLUTION U

MODULE L: REFLECTIVE THOUGHT

RECOMMENDED DURATION: 30 MINUTES

Reflective thinking is a practise-based learning methodology used in both academic and real-world situations. In this section we define the process of reflective thought and contextualise how to apply it in the sales environment and with respect to client management. This section is valuable for use in post-training skills adoption.

MODULE M: USING CONTRAST TO DRIVE CHANGE

DURATION OPTIONS: 60-120 MINUTES

What does expensive mean? One persons expensive is another persons cheap, and vice versa. The contrast principle is one of the most powerful tools available for use in sales, negotiation and product positioning. Based on the theory that what comes immediately before a request will influence the recipient's likelihood of agreeing to the request, this module looks at detail into how to drive change in the client response by using Evolution-U's proprietary approach to developing contrast. Participants will be tasked to work in groups and generate solutions to real client situations.

MODULE N: THE BUYER-SELLER PARADIGM

DURATION OPTIONS: 60-90 MINUTES

The buyer-seller paradigm is an advanced sales analysis tool designed to give a deep understanding of your product or service positioning in relation to your client's market positioning. Using a series of grids to analyse both the buyer and sellers' perspective, participants develop a product positioning matrix to understand how best to pitch their product to any given client.

MODULE X: REVIEW & APPLICATION SESSION

RECOMMENDED DURATION: 1 x 120-minute webinar, 6-10 weeks after the original session

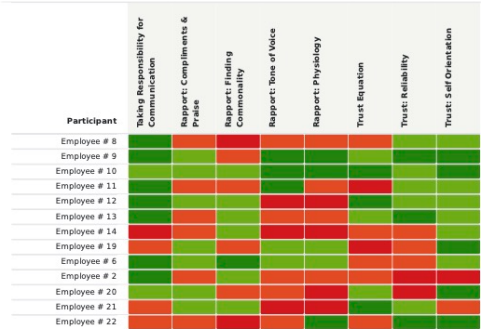
Any soft skills training is only as good as the positive change it creates. An important part of the process of both measuring and creating behavioural change is the 'Review and Application Session' (RAS) that is held 6-10 weeks after the original training. This time period is required to allow participants to practise and apply the techniques taught, so that when attending the RAS, they will be able to share insights and the class will be able to develop a best practises template usable by current and future team members.

When a RAS is booked, the instructor will collate all Module J feedback and deliver an action list to management and participants in order to retain focus on the key outcomes to be achieved in the RAS session. This ensures participants continue to review the materials and utilise the skills in the period between the training date and the RAS date, which is a critical step in ensuring adoption on new skills. The RAS session is chargeable.

MODULE Y: BEHAVIOURAL ANALYSIS

DURATION: 2 x 15-20 minutes pre and post training online multiple-choice questionnaire

Evolution-U has developed a proprietary online behavioural analysis tool which allows stakeholders to finally measure the real impact of soft skills training. Participants take a test before the training which will indicate their existing level or proficiency in each of the skills that will be covered in the training. Approx. 4-6 weeks after the training (and ideally after the Module X Review and Application Session), participants take the test for a second time. Variance is observed for behavioural impact of the training.



There is also an option for managers to rank their team pre and post training, and to receive a report showing the variance between their opinion of each team members proficiency and the team members opinion of their own performance. This data can be used in coaching conversations to help each party better understand current operating levels and outcomes.

The behavioural analysis tool is available without charge if a Module X Review and Application Session is booked, otherwise it is chargeable.