



Intentional Selling

LT260 | Length: 1-2 days

Overview

Intentional Selling is a workshop, that maps out the dynamics of a proven, customer focused sales process and hones professional selling skills from a problem-solving perspective. Participants develop artful questioning skills using 'Discovery Dialogue™', a strategic questioning framework which uses high-gain questions to fully explore customer needs. By combining the power of intention with sophisticated sales process skills, your team will develop new ways of thinking and effective selling behaviours. Intentional Selling produces consistent results, enhances customer relationships and compresses the selling cycle.

Discover & Design Phase

We get grounded in your selling world and the development needs of your people. We then tailor the workshop to fully meet your requirements. Customized case studies ensure real world role play and practical application during the workshop.

Deliver Phase (Intentional Selling Workshop)

We use experiential learning with cases, relevant examples and real world application exercises. People learn by doing. We create a highly interactive and dynamic experience using a variety of individual, small group and whole group exercises, combined with high quality feedback to facilitate the learning.

Execute Phase (Post-Workshop Reinforcement)

When you want real results, we nail the last and most critical step – reinforcement. We follow training with a robust plan to ensure sales behaviours are integrated in the field. Without a strategy to reinforce what was learned in the training workshop, real behavioural change is compromised. Our solution includes a systematic reinforcement plan which includes best practice sharing, sales tools and Sales Managers coaching skills/tools that build their capacity to fulfil their critical role of coaching their sales people.

Course Content, Objectives & Outcomes

Module	Outcome(s)
Overview and Foundational Concepts	
Become aware of a process for increasing sales competence.	Structure client meetings to produce concrete outcomes.
Explore attitudes, assumptions and beliefs that are needed for sales success.	Become aware of sales habits and thought patterns, and the impacts on behaviour. Learn how to shift limiting assumptions and make choices that are in alignment with producing results.
Step 1: Prepare	
Learn effective call planning strategies.	Prepare for customer meetings to establish professionalism, credibility, and a confident approach.
How to use the 'Call Planner' to prepare for customer meetings.	Understand how effective preparation impacts sales results.
Step 2: Engage	
How to open sales calls with empathy and set the stage for a productive meeting.	Create effective openings to engage the customer and set clear expectations. Maintain control of the meeting process.
Step 3: Discover	
Learn 'high gain' questions that uncover needs, dig deeper, and add value; listen with a focus on the customer.	Have confidence to ask what needs to be asked while maintaining rapport.
Use 'Discovery Dialogue™', a strategic questioning framework in role play practice and get high quality feedback.	Have the ability to propose the 'best fit' solution that demonstrates keen listening and understanding of client needs.
Step 4: Position	
How to use persuasive elements to influence customers and match products and services to their needs.	Have confidence in ability to be compelling.
Develop a 'Storytelling Toolbox' that brings your presentation to life.	Use benefits and relevant stories to create resonance with your client so they will choose to buy from you.
Step 5: Close	
How to effectively respond to and welcome difficult questions and objections.	End every meeting with concrete next steps that keep the momentum moving forward.
How to ask for the best advance that leads to the close.	
Step 6: Follow-Up	
Learn tactics to support the buying decision and the ongoing relationships for future business.	Understand the importance of customer follow up for sales and relationship success. Provide seamless follow up and deliver on promises.

