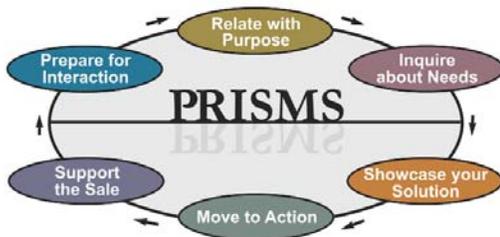




PRISMS™ - Business to Consumer Selling



Stop Leading with your Product and Sell to Needs

You can have the best product or service in the market but we all know that is no guarantee for sales success. Sales process skills with a focus on qualifying needs are critical for success for the professional who sells to consumers in the retail, field and outbound selling environments. PRISMS™ Selling maps out a proven 6 step, repeatable process that will increase sales and shorten the selling cycle. ‘Best in Class’ sales practices are incorporated for Business to Consumer Selling with a single buyer, shorter selling cycle and lower ticket items.

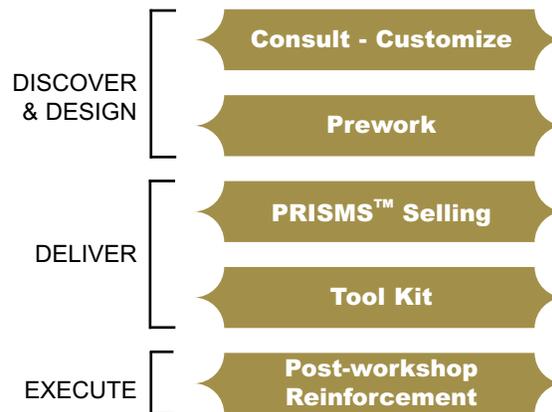
As a result of the training, participants develop intentional ways of thinking and effective selling behaviours that can be consciously applied to all customer interactions. Our solution is a phased approach that will ensure behaviours are integrated into the day to day habits of your sales team in the field or on the phone.

Our Approach

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 (PRISMS™ 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.



Program Outcomes

- Upon completion of the program you will have:
- A consistent way to approach customer interactions
 - A common language and shared frameworks for your sales team
 - A ‘Call Planner’ to create a structured and sales focused interaction
 - A ‘Questions Toolbox’ - tailored to your organization
 - An ‘Objection Storytelling Toolbox’ that brings your products and services to life
 - Confident sales people, with a proven process to support their intent

OUTCOMES BY MODULE

Program Content	Outcomes
<p>Overview and Foundational Concepts Benefits of a structured sales process that focuses on qualifying before pitching.</p> <p>Explore assumptions and mindsets and impacts on sales behaviours.</p>	<p>Learn how to shift limiting assumptions and make choices that are in alignment with producing results.</p> <p>Stop leading with product until needs are uncovered.</p>
<p>Step 1: Prepare for Interaction Effective call planning strategies.</p> <p>Introduction of 'Call Planner Tool'</p>	<p>Prepare for customer meetings to establish professionalism, credibility and a confident approach.</p> <p>Use a Call Planner for effective planning.</p>
<p>Step 2: Relate with Purpose Structure of an effective call opening</p>	<p>Create effective openings to engage the customer, and set clear expectations for a productive and focused meeting.</p>
<p>Step 3: Inquire about Needs Questioning skills needed to qualify and uncover customer needs before pitching product.</p> <p>Introduce 6P strategic questioning model.</p> <p>Active Listening - hearing the customer.</p>	<p>Have confidence to ask what needs to be asked while maintaining rapport.</p> <p>Use a broad spectrum of high-value questions that uncover needs and dig deeper to get to the heart of the issue.</p>
<p>Step 4: Showcase your Solution How to use persuasive elements to influence customers and match products and services to their needs.</p> <p>Develop a 'Storytelling Toolbox' that brings your presentation to life.</p>	<p>Have the ability to propose the 'best fit' solution that demonstrates understanding of customer needs.</p> <p>Have confidence in ability to be compelling.</p> <p>Use benefits and relevant stories to create resonance with your client so they will choose to buy from you.</p>
<p>Step 5: Move to Action Objection Handling Skills.</p> <p>Closing Skills.</p> <p>Setting Up Next Action Steps.</p>	<p>Respond to and embrace difficult questions and objections.</p> <p>Consistently and confidently ask for the business.</p> <p>End every meeting with concrete next steps that keep the sales momentum moving forward.</p>
<p>Step 6: Support the Sale Best practices to support the buying decision and the ongoing relationships for future business.</p>	<p>Provide seamless follow up and deliver on promises to shorten the selling cycle and strengthen relationships.</p>
<p>Optional Module for Outbound TeleSales Best practices for voicemail and working with the gatekeeper to create the client connection.</p> <p>Call openings 'do's and don'ts'.</p>	<p>Use a 3 step process for voice mail success.</p> <p>Use effective phrasing for both voice mail and gatekeepers.</p> <p>Increased connections with client.</p> <p>Includes pre & post telephone audits for behavioural feedback.</p>

Participant Materials and Sales Tools

- Participant workbook with tailored examples
- Electronic 'Call Planner' and Job aid
- Qualifying Questions 'Toolbox' tailored to your organization
- Objection Handling Toolbox

Event Specific Customization

This offering, like others from Partners in Performance, can be further customized to reflect your business environment and priorities, and integrated with your sales process and conferences. The workshop can be modularized into half-day or one day sessions.

Session Length and Format: Two days face to face or 4 part webinar series, 2 hours each.