



SELLING IT

Solution Selling Program

DESCRIPTION

This program is the best practice for advanced sales training in an IT solution environment. In particular it focuses on how to maximise customer value by providing IT solutions to business problems.

The program improves the thinking, planning and selling skills required at each stage of a sale to recognise, develop and close major sales opportunities.

Rather than being 4 days 'out of the workplace', this program is a planning as well as skills development session where participants apply what they learn to:

- Analyse a real account/opportunity
- Develop and test out a discovery session
- Develop and present back a IT solution

COURSE DURATION

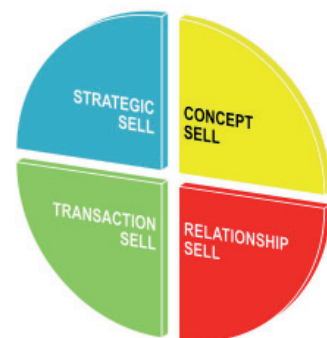
4 days

OUTCOMES

- Understand personal thinking preferences and selling strengths
- Be able to profile others and adjusting approach and style
- Have a more strategic approach to account and opportunity planning
- Use a discovery methodology that effectively uncovers and develops client pains
- Reduce the sales cycle
- Use high value questioning to uncover winning information
- Develop value propositions that differentiate from the competition
- Be more persuasive and confident
- Save 50% of time planning sales calls and presentations
- Better engage audiences
- Increase hit rate
- Better articulate business and technical value at all levels

KEY AREAS

- Understanding yourself and others
- HBDI profile debrief and coaching
- Understanding 'Whole-Brain' Selling
- 'Whole Brain' opportunity / account analysis
- Discovery skills and the SOCIT model
- Presenting persuasive IT solutions



METHOD

Individual participant coaching, video, discussion, role-plays, presentations and communication exercises

