

# Professional Selling Skills®

Sales

The world's leading sales training system

Customer sophistication ... fierce competition ... commoditization ... price obsession ... complex sales cycles ... globalization ... changes in buying behaviors. Even in the face of these challenges, new sales opportunities are pursued and won.

To capitalize on these possibilities, a salesperson must have superior selling skills—skills that build customer trust and differentiate you from your competitors.

AchieveGlobal's *Professional Selling Skills*® (PSS) can help you develop these skills. A research-based program, the *Professional Selling Skills*® program teaches selling and key interaction skills that enable you to lead mutually beneficial sales conversations with your customers—even with those who are indifferent or express concerns.

## Components Support Entire Sales Organization

*Professional Selling Skills*® provides an effective and flexible approach to learning, applying, evaluating, and continuously improving the skills that result in strong customer relationships.



Developing the 21st  
century workforce™

Building on the selling skills and strategies that have benefited more than 3 million sales professionals around the world, the program has components that work together to improve sales performance and help you compete effectively in the marketplace. The components are designed to provide you with a variety of training delivery options and to address all the elements required for training to produce a return on your sales development investment.

### Research Based

AchieveGlobal conducted extensive organizational research to update Professional Selling Skills®. An organizational research study was completed over an 18-month period. AchieveGlobal interviewed individuals within 16 organizations to understand the challenges sales organizations face and how they are responding to these issues. Updates made to Professional Selling Skills® reflect many of the key findings from this study.

### Module Highlights and Outcomes

Salespeople develop the face-to-face selling skills needed to promote an open exchange of information and reach mutually beneficial sales agreements.

In the **Opening** section, participants will learn how to effectively open calls in a positive and productive way. This section also helps participants to:

- Learn how a strategic call objective guides interactions.
- Examine how—and why it's important—to reach agreement with the customer on what will be covered or accomplished during the call.
- Explore how opening a call with an existing customer differs from opening a call with a new customer.
- Discuss how to move the call from rapport building to the business at hand.

In the **Probing** section, participants will learn how to use effective questions to gather information and build a clear, complete, mutual understanding of a customer's needs. This section also helps participants to:

- Explore how—and why it's important—to uncover the circumstances driving the customer's need, as well as the need behind the need.
- Examine different questioning techniques.
- Learn to guide the direction of a sales call by striking an appropriate balance between open and closed probes.
- Learn to probe in a way that facilitates an open exchange of information.

In the **Supporting** section, participants will examine how to provide information that helps the customer make an informed buying decision. This section also helps participants to:

- Explore the best time—and the most powerful and persuasive way—to talk about their offering and organization.
- Learn to demonstrate how each feature will benefit the customer.
- Learn the importance of acknowledging each need before introducing product/service benefits.
- Explore the consequences of supporting a customer's need prematurely.

In the **Closing** section, participants learn to recognize when a customer is prepared to move ahead in the sales cycle. This section also helps participants to:

- Practice a three-step process for securing customer commitment to next steps in the sales cycle.
- Explore the difference between closing the sale and continuing the sales process.
- Learn how to handle a customer who stalls in response to a close.
- Learn the best way to terminate a relationship that's not mutually beneficial.

In the **Connective Skills** section, participants will learn how conversational skills can demonstrate listening and keep a sales call mutual throughout. This section also helps participants to:

- Use positioning skills to ask potentially sensitive questions.
- Confirm information to ensure a mutual understanding.
- Continue checking in with the customer as information is presented.
- Improve sales call outcomes through repeated use of acknowledging.

In the **Addressing Indifference** section, participants will explore the reasons why customers may not express needs when they are indifferent and learn how to respond. This section also helps participants to:

- Acknowledge rather than gloss over customer indifference.
- Re-open the sales conversation in a way that expresses value to the customer.
- Use a four-stage probing strategy to identify opportunities with the customer and create mutual awareness that you can support.

In the **Resolving Customer Concerns** section, participants will learn to recognize, differentiate, and resolve the three main types of customer concerns: skepticism, misunderstandings, and drawbacks. This section also helps participants to:

- Explore the importance of probing to understand a customer's concern before responding.
- Learn when in the sales cycle a customer is most likely to express a concern.
- Learn to overcome a customer's skepticism by offering relevant proof.
- Discover how to clear up misunderstandings by confirming the need behind the concern and then supporting the underlying need.
- Counter drawbacks to the product/service by helping the customer to step back and look at the bigger picture.

## Format

*Professional Selling Skills*® incorporates a guided discovery learning design that involves a range of activities geared toward effective adult learning. Activities include:

- Individual exercises in which salespeople assess their current sales skills.
- Video models that illustrate the use of the critical sales call skills in realistic scenarios.
- Role plays in which participants practice and evaluate skills in complete sales conversations.
- Small group and team exercises to hone skill use and process execution.
- Written exercises that enhance participant understanding of the application of the skills to their own customer relationships.

With *Professional Selling Skills*®, your salespeople will succeed by helping your customers succeed. They'll acquire the skills and competencies that will set them—and your organization—apart from the competition.

## Benefits of Using *Professional Selling Skills*®

Your salespeople will:

- Gain the skills critical to developing solid business relationships while improving sales performance.
- Increase their long-term effectiveness by becoming knowledgeable business consultants.
- Acquire critical skills efficiently through learner-focused activities.
- Gain a reliable method for continually evaluating and improving skill development.

Your customers will profit from:

- Lasting relationships with salespeople who understand their business reality.
- Products that address their specific organizational and personal needs.
- Buying decisions that are based on fact, not high-pressure sales tactics.

Your organization will experience:

- Increased success in winning new business and building customer loyalty.
- Decreased costs by helping salespeople better judge account potential and use time more efficiently.
- A common language for your sales team, resulting in improved communication and teamwork.
- Reduced turnover by providing salespeople with direction, support, and flexible professional development.

## Program Specifications

### Audience

New or experienced sales professionals, sales managers, and marketing and support staffs

### Length

3 days

### Certification Length

2 days

### Instruction

AchieveGlobal training performance consultant or your own AchieveGlobal-certified facilitator

### Class Size

Up to 12 participants

## About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions—globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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