

Professional Skills for Inside Selling™

Training

Providing the proper skills to build relationships that lead to repeat business and revenue growth

What's the key to inside selling success? Organizations may be willing to invest in technology, recruiting, and training, but many do not provide the tools and support to use the inside sales team effectively. Selling on the phone—and online—requires specialized skills.

Inside salespeople can no longer spend their time making hit or miss calls, moving from short-term transaction to short-term transaction. They need the talk time and proper skills to build relationships that lead to repeat business and predictable long-term revenue growth.

Professional Skills for Inside Selling™ is a two-day program for inside sales professionals. It provides a set of selling skills to lead sales conversations with potential and existing customers—even with customers who are initially indifferent or express concerns. The program prepares participants to build mutually beneficial long-term customer relationships that lead to repeat business and long-term revenue growth. Participants learn the skills needed during telephone sales conversations to engage customers and help them make buying decisions that contribute to success—for both the customer and the salesperson.

Professional Skills for Inside Selling™ is specifically designed for salespeople whose primary responsibility is making outbound calls to existing and potential customers. The target audience also includes business development representatives, account managers, sales managers, and supervisors who use “virtual selling skills” in working with their customers.



Developing the 21st
century workforce™

At the end of the program, participants will be able to:

- Prepare for consultative sales conversations that efficiently move the sale forward.
- Begin each customer contact with information and value statements that stimulate customer interest.
- Engage customers who may be initially indifferent to the call.
- Qualify potential customers to determine if it is mutually beneficial to continue the sales conversation.
- Ask effective questions that develop a clear, complete, mutual understanding of the customer's needs.
- Talk about products and services in a way that is meaningful and compelling to the customer.
- Respond to customer concerns openly and effectively.
- Close sales calls with mutually beneficial commitments that are appropriate and clear, and strengthen the customer relationship.
- Incorporate voice mail, e-mail, and Web-based technology, where appropriate, to move the sale forward.

The program includes content on the following key concepts:

- **Need Satisfaction Selling** provides an overview of The Great Divide and the selling skills needed to help participants and their customers make informed, mutually beneficial decisions. Participants learn the importance of recognizing customer needs and the language of needs to ensure that sales conversations are relevant to the customer and contribute to mutual success.
- **Opening** shows how a properly planned and executed call opening builds credibility and sets a positive tone for the sales conversation. It presents three steps for gaining the customer's interest quickly with an assurance that the customer will

benefit from talking with the salesperson: greet the customer; make a compelling purpose/benefit statement; and gain agreement to continue. This section also explores tips for optimizing voice tone and delivery, using voice mail to stimulate interest, and writing effective e-mails.

- **Addressing Indifference** shows how to address initial customer resistance to continuing the sales conversation. For customers who express satisfaction with current circumstances or are otherwise indifferent participants learn the steps to earn the right to probe: acknowledge the customer's indifference; provide a reason to continue; and gain agreement to probe. They then learn how to guide the conversation to probe for opportunities and needs. This section also contains tips for working with screeners.
- **Probing** reviews how participants can gather information to build a clear, complete, mutual understanding of a customer's needs. This section focuses on using probing to qualify an opportunity, to develop an opportunity, and to explore a need. It also includes how to ask effective questions and listen for customer circumstances, needs, and the need behind the need to help participants understand what is most important to the customer.
- **Supporting** shows participants how to provide information about a product or service to help a customer understand specifically how it can satisfy his or her needs. Participants learn how to acknowledge a customer need, describe relevant features and benefits of a product/service, and check for acceptance. They also learn the importance of linking benefits to the customer's need behind the need. This section also contains tips for creating and delivering impactful virtual presentations that will differentiate the salesperson and result in customer commitment.

- **Closing** teaches participants how to reach agreement with a customer on the appropriate next steps for moving a mutually beneficial relationship forward. To close sales calls, as well as to close sales, participants learn how to review previously accepted benefits, propose next steps, and check for acceptance. Participants also learn how to effectively close a call when a customer stalls or says no.
- **The Sales Conversation** focuses on the Levels of Listening and using acknowledging, confirming, and checking to help inside sales professionals stay focused on customers' needs and circumstances throughout a sales conversation.
- **Resolving Customer Concerns** provides a strategy for addressing customer objections, concerns, or reluctance to make a commitment during a sales call. This unit focuses on three types of concerns: skepticism, misunderstanding, and drawbacks. To resolve these concerns, participants learn to probe to understand the concern, acknowledge the concern, address the concern, and check for acceptance.

Implementation Options:

Professional Skills for Inside Selling[™] is designed with schedule flexibility in mind. Certified instructors are able to deliver the instructor-led training (ILT) version as a 2-day program or in four half-day sessions spaced over time. An alternative, virtual instructor-led training (vILT) version is under development and will be released in 2011.

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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