Client-Centered Sales™

Sell With Confidence

Arm your team with the tools they need to develop and execute sales plans that get results. By using a non-manipulative, client-centered approach, your sales team can convert more incoming sales inquiries and make better sales calls every week, thus driving incremental revenues.

Signature Worldwide, a leader in sales and customer service training, delivers a high-energy, interactive session filled with role-plays and best practices that will help anyone responsible for closing a sale!

Whether a rookie or veteran sales person, this training session will help individuals take a more proactive, disciplined approach to selling in order to see significant and sustainable increases in revenue.

The Client-Centered Sales™ Course Covers

- Establishing credibility and rapport within the first minute of a customer interaction
- How to ask better questions and be a better listener
- How to maintain higher rates and offer alternatives
- Responding to issues, concerns and objections
- Advancing the sale, resulting in more appointments
- Gaining commitment that builds client loyalty
- Asking for the business at the right time and in the right way

By giving associates turnkey techniques that improve the quality of their sales efforts, they will achieve sales goals and have the confidence to deliver the type of client experience that boosts profits.

Training Delivery Methods

This training is available onsite or via virtual classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

Description

This training course teaches associates a simple formula for better selling that is guaranteed to increase conversion rates and revenues by building transactional and relationship selling skills.

Who Should Attend?

- Vice Presidents of Sales
- Directors of Sales
- Sales Managers
- Business Development Managers
- Regional Managers
- Account Managers
- Sales Representatives
- Inside/Outside Sales Teams
- Field Sales Representatives
- Counter Sales Representatives

Learning Objectives

Through a variety of techniques, including role-playing, employees will learn:

- How to approach clients by both taking and making sales calls
- Techniques used to receive information from clients
- How to assess if the client is the "right match" for your company
- How to present benefits by fulfilling both emotional and logical needs
- How to shift conversations to avoid presenting rates too soon in the sales process
- How to verify information to ensure understanding and advance the sale
- How to respond to clients' objections
- How to gain commitment from clients to advance the sale

Signature® WORLDWIDE
business and training solutions

Additional Services

Included With Training – Coaching & Feedback

Coaching sessions are powerful, memorable and will help reinforce skills learned in the classroom. This will ultimately drive behaviors that lead to more closed sales.

During the Instructor-led On-site Training course, your team will have access to our Signature coaches for one month following the class conclusion. Coaches will role play, provide feedback, and assist in further reinforcing the skills taught during your training sessions.

For our Instructor-led Virtual Classroom delivery method, coaching and feedback are available in between each weekly classroom as well as for one month following the class conclusion.

Measurement and Reinforcement Options

Mystery Shopping

Signature's experienced shoppers will place calls to participating locations quarterly. The calls are recorded and scored to allow sales leaders to monitor performance, coach, and develop and track the success of your training program.

Online Management Reporting

To help managers and supervisors monitor performance efficiently, results from your mystery shopping program are available at the click of a mouse. Signature's online management reporting tools will help your team gather and use meaningful data about the performance of your employees—from the company-wide level on down to a specific employee.

One-on-One Leader/Driver Sessions

One-on-One conference calls with your team members are made to discuss engagement, performance results, best practices, and areas of focusing moving forward. The sessions are perfect to keep the momentum going and keep your team's engaged in driving sales and creating customer relationships.

Customer Experience Phone Training Refresher

These 30-minute, highly interactive group sessions can be delilvered monthly, bi-monthly, or quarterly. You can select topics from Signature's extensive list to address the skills/behaviors important to your team. A conference call is utilized for delivery by a Signature instructor.

Instructor-led Virtual Classroom Review Session

Provides attendees of the Client-Centered Sales course with a detailed review of key course material. Delivered virtually by a Signature instructor 45-days after the initial course. This 1-hour session is designed to drive retention and ongoing engagement.

Course Agenda

Session 1

Approaching

Getting More Appointments

- Review of proper words and language
- Small group breakout session with Coach

Setting the Call Objective

- Review of continuances versus advancing the sales relationship

Approaching

- Handling in bound inquiries
- Preparing for the outbound sales call
- Review of proper words and language on the outbound call
- Small group breakout session with Coach
- Review of Voicemails

Coaching is provided to each participant prior to Session 2.

Session 2

Receiving Information

The Conversation Shift

- Manage the flow of information to create value, not just quoting rates
- Small group breakout session with Coach

Understanding Customer Needs/Building the Pyramid of Knowledge

- Uncovering Top Buying Motives and the Decision-Making Process

Types of Questions

- The best uses of open-ended, closed-ended, reflective and verification questions
- Small group breakout session with Coach

Coaching is provided to each participant prior to Session 3.

Session 3

Presenting Benefits and Responding to Objections

Creating Value & Presenting Benefits

- Discussion of logical and emotional benefits
- The importance of relating to the individual
- Focus on the benefit versus the feature
- Small group breakout session with Coach

Responding to Objections

- How and when to respond to customer objections
- Effective use of "Similar Situation" and "Put it in Perspective"
- Small group breakout session with Coach

Coaching is provided to each participant prior to Session 4.

Session 4

Gaining Commitment and Closing the Sale

Competitive Advantages

- Identifying what competitive advantages are
- Moving from the role of salesperson to advocate
- Small group break out session with Coach

Gaining Commitment and Closing the Sale

- The direct, trial, and summary close
- The effective use of quid-pro-quo
- The six-step closing process
- Small group break out session with Coach