



VALUE-BASED SELLING: Overcoming Price Objections

Course Introduction:

How much more could you earn if your prospects didn't object to your prices? You'd close more sales and be more successful.

Like most service professionals and small business owners chances are you struggle with sales due to objections to pricing on a daily basis. You lose business because prospects get stuck on price. Your pricing will never satisfy everyone but the following ideas will help you eliminate pricing objections from the majority of your buyers.

Course Objectives:

- Integrate consultative and value added selling into their professional practices.
- Understand the process and psychology of the sales cycle.
- Synchronize their selling cycle to the buying cycle of the customer.
- Manage the value of their customers.

Who Should Attend?

Sales and Marketing staff as well as anyone who needs to sell a commodity or an idea to another person. This program is worth 25 NASBA CPEs.

Course Outline:

The Changing Business Environment

- Turbulent Times for Companies
- Evolution of Personal Selling
- Are We Selling Something or Helping the Customer Buy?
- Personal Selling Profile

Preparation and Self Organization

- Personal Management
- Impact of Your Appearance
- Developing a Strategy for Sales Success (The BAT Formula: Behavior, Attitude and Techniques)

The Sales Meeting

- Functions of the Sales Presentation
- Professional Skills

- The ASAP Formula (Art, Science, Agility, Performance)
- The 7-Step Sales Process
- Overcoming Objections Which Comprise 6 Major Factors:
 - Need
 - Features
 - Company
 - Price
 - Time
 - Competition
- Closing Techniques

Creating Rapport through Communication

- Purpose of Communication
- Elements of Communication with Others
- Questioning and Probing Skills (The RAIN Model: Rapport, Aspirations, Impact, Need Analysis)

Managing the Customer Relationship

- Service Beliefs and Philosophy
- Basic Attributes of a Positive Attitude
- Value of Your Customer and How
- You Manage It
- Causes of Customer Attrition
- How to Respond to Different Buyers and Different Personalities

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts

- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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