

Sales Case Study Experiential



Duration

1 day

Group Size

Maximum 6 participants

Who Should Attend

Business Professionals

Pre-requisite:

Synergy Client-Centric Selling

Program Outcomes

- Deeper understanding of the client perspective and how to influence it towards your solutions – increasing sales success
- Ability to adapt to individual stakeholders styles and drivers – heightening interest of each influencer and the reputation of your company
- Increased confidence and ability to engage with higher levels in the business – increasing likelihood of this sale, and ultimately your market share
- Heightened self awareness and targeted improvement of performance gaps through feedback resulting in stronger sales performance
- Stronger habits formed in best practice approaches – increasing trust and sales performance of the whole team, leading to greater retention of top performers

Business Challenge

Salespeople's ability to apply and embed selling skills after attending a workshop can decline if they are not supported by additional opportunities to practice and refine the skills.

Workforce training increases productivity by 22.4%, while training combined with coaching results in an overall productivity gain of 88% - 2006 Sales Executive Council Coaching Study.

Program Overview

The Case Study Experiential builds upon the foundation laid in the Synergy Client-Centric Selling Program. It enables participants to practice and drill the selling skills, utilising case study scenarios reflecting the specific situations they face on a day-to-day basis.

The opportunity to observe and receive facilitator and peer critique throughout the program enables the participants to take their selling skills to a deeper level of understanding through application, feedback and observation with peers.

"Our New Zealand sales team, although already quite capable and relatively experienced has gained immensely from the workshops. Our team is now more focused and energized about achieving results – even through the challenging time of change we are currently experiencing."

*National Sales Manager,
Siemens Hearing Instruments*

"Clearly exceeded my expectation, high value to people in all types of sales roles. Facilitator made even 'boring' details interesting!"

*Personal Banker
Top 4 Bank*

More Information

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Key Components

- Customised in-depth specific case study scenarios built around your organisations sales situations
- Application of Sales Call Planning Process based on case study scenario's specific to your organisation
- Stakeholder analysis
- Qualifying sales opportunities
- Selling to different communication styles
- Further developing and refining a persuasive questioning strategy to uncover needs and build urgency to act
- Building Mini Value Propositions specific to the case study scenarios
- Skill drills utilising case study scenarios with videotaping, assessment, feedback and action planning

Research & Approach

Comprising of a seasoned team of organisational psychologists, Synergy constantly monitors and interprets client purchasing data throughout Australia, Asia, UK and USA. In addition, to external data sources, Synergy is constantly compiling its own data repository through our development centre process, plus emerging trends in the sales arena.

The program approach enables participants to prepare for 'typical' client interactions, and drill the selling skills covered in the Client-Centric Selling Skills Program. The rigor of the practice sessions allows participants to hone their skills to enable a strong transition of skills to be applied back in the workplace.

The Results

As a result of attending this program, business professionals will be equipped to:

- Apply the Synergy Meeting Structure to client interactions to ensure a client-centric and persuasive meeting
- Develop and demonstrate Synergy Client-Centric Selling skills to appropriately influence clients towards your organisations solutions
- Further embed selling skills to apply back in the workplace with clients to positively impact team quotas, bottom line results and customer advocacy