

ACCISS Module Summaries

Module 1: Selling in the New Economy

The rate of change in our lives has accelerated significantly, but there are some constants. More than ever before, sales and professional salespeople are an integral part of our society, but the way we sell, the people we sell to, the products we sell, and the people doing the selling have all changed and will continue to evolve. Prepare yourself for the future by keeping an eye on the trends that affect selling and salespeople. As you do, however, never lose sight of the fact that the heart of selling remains the same. Professional salespeople help clients solve their problems in an efficient, effective, and ethical manner.

Objectives:

1. To identify some of the principles in selling that do not change so salespeople have a foundation from which to work.
2. To identify some of the changes that are taking place that have an impact on today's selling professionals so they are better prepared and can rise to the challenge.
3. To identify trends and predictions of what to expect in the future so participants can go forward with confidence.
4. To establish the processes that will enable participants to get the most value from the program.

Module 2: Success

Although most people would like to be successful, very few have actually defined what "success" means to them. Success can be defined as "choosing, developing, and achieving personal accomplishments and goals in a balanced, ethical manner." In order to be successful by this definition, you must decide what success means to you, continuously develop that personal definition of success, achieve it yourself, find balance in your life, have high ethical standards, and set goals.

Goals are a major part of the journey towards success. They are most effective when they're written in a clear, affirmative manner and this requires a process. Getting past the obstacles and getting started can make a big difference in how successful you can be. Dreams are supported by longer-term goals. Longer-term goals are supported by annual goals. Annual goals are supported by monthly and weekly goals. Weekly goals are supported by daily habits and the discipline to stay focused on priorities.

Objectives:

1. To get participants to reflect upon their definition of success and what motivates them.
2. To introduce "successful thinking" processes.
3. To provide a proven, step by step process for setting and achieving goals.

4. To reveal possible obstacles to individual success and goal achievement and develop solutions that can be implemented.

Module 3: The Selling Professional

A top salesperson has four key characteristics: product knowledge, good habits, selling skills, and a confident selling attitude. Anyone can learn these attributes to varying degrees, because we've all been selling our ideas and ourselves since the day we were born. However, building trust, the more difficult component of being a successful salesperson can't always be learned. It must be earned.

Genuine trustworthiness is the salesperson's most valuable asset. There are six types of trust, each as important as the next. A weak link can lose even the most certain sale. Many top salespeople have a closing rate of nearly 100%. This is not just because they have mastered the four key characteristics of a top salesperson, but because they have developed a high level of trust with their clients. Such trust is not achieved overnight with flashy techniques or smooth talk, but is built on a solid foundation of principles, knowledge, empathy, human understanding, and by working for a company that also builds its reputation on good service, good products, and integrity.

Objectives:

1. To identify and understand the characteristics that top salespeople have that make them successful.
2. To build on the importance of inner character and personal competency.
3. To identify and understand the six levels of trust and how to assess the level of trust that prospects have for the salesperson.
4. To develop strategies to build personal trustworthiness.

Module 4: A Confident Selling Attitude

Arguably, the most important of the four characteristics of a top salesperson is a confident selling attitude. Salespeople must remain 100% in control of their attitudes at all times and focus on how they can best help the prospect. Selling is a thinking person's profession. You have to know yourself, and know people. Seek to understand how your attitude and self-image affect your thoughts, how your thoughts affect your behaviour, and how your behaviour affects your results. Celebrate your strengths and find ways around your weaknesses, accepting both and using both to your advantage.

The one common denominator of successful salespeople is Positive Expectancy. They *know* they will succeed. They *expect* to win. And they *do*. While it seems to come more naturally to some than to others, Positive Expectancy can be developed with some work and unique insights to human nature.

Objectives:

1. To provide tools for measuring attitudes and methods of developing greater self-mastery.
2. To understand the powerful force that self-image imposes upon people's actions and how to overcome barriers that are self-imposed.

3. To provide ways to pull yourself out of a slump and maintain a high level of enthusiasm, energy and drive.
4. To establish the power of “expectancy” and provide tools for managing your expectancy so you can better manage your results.

Module 5: Seeing the People

If your business requires an ongoing flow of new prospects, it's your job to research, identify, qualify and call on them. This can be time consuming, but it can also be fun if you take the right attitude towards it. Prospecting can be a game – set up your rules, and reward yourself by winning! There are a large number of methods for prospecting, some more effective than others. Try a number of different methods, since some work better for some people and not as well for others. And make sure capitalize on all of your opportunities. Keep track of your leads, qualify them properly, and follow up on the ones that are going to be more likely to pay off without wasting time on those that aren't going to be interested. Then get on the phone!

Objectives:

1. To understand the importance of continuously expanding your base of clients by effective prospecting for new clients.
2. To provide several alternate methods of prospecting that top salespeople use to their advantage.
3. To increase the number of prospects that salespeople have.
4. To increase the success rate of turning prospects into qualified appointments.

Module 6: Building Relationships

If the prospect doesn't like or trust you, there is little reason to present your ideas. You must get them to say to themselves, “I think I could like and trust this person.” Building the relationship is key to success in selling, but many people are uncomfortable with how to do this well. Keys to building a relationship successfully include making a good first impression, and behaving in harmony with the social style of your prospect.

Moving from the initial impression to getting down to business and arousing curiosity is a step that is often fumbled. If you've ever heard the phrase “I'm not interested,” it probably means that you have skipped this vital step of the sales process. If you want the prospect to be interested, then you have to be interesting. And then you have to keep their interest. Build the relationship for the long-term, making sure to maintain it through the sales cycle and even after the sale is over.

Objectives:

1. To provide several alternate methods of establishing rapport and getting the prospect to listen to you and like you.
2. To understand the principles of “social styles” and how to approach people in a way that is most conducive to gaining their trust.
3. To be able to articulate the purpose of your meeting in a way that reduces relationship tension and gains permission to go to the next step.
4. To practice ways to arouse curiosity so the prospect wants to know more.

Module 7: Profitable Client Strategies

The "game" of selling can be exhilarating, fun and financially rewarding when it is played with knowledge, skill and professionalism. But many salespeople set themselves up to lose that game! This is most obvious when salespeople choose who they want to do business with. Analysis of your client base will show that approximately 20% of your clients provide 80% of your revenues, and that the reverse is also true – 80% of your clients are providing only 20% of your revenues, despite the fact that you spend most of your time with them! Imagine for a moment how different your business – and your life – would be if you set yourself up to win by focusing more time on your Profitable Clients, your profitable products and your profitable activities. Figure out who your Profitable Clients are and how to get more clients like them, and you're ahead of the game.

Objectives:

1. To profile and understand the characteristics of your most profitable clients.
2. To identify ways to get more new clients who are similar to your existing profitable clients.
3. To identify the activities that produce the best results for you
4. To identify the products or services that are most profitable and effective for your clients.
5. To focus more of your time and attention on your most profitable products, activities and clients in order to leverage your results.
6. To achieve greater results in less time and have more fun doing it.

Module 8: Getting Referrals

Most people would rather meet you through a referral. That is to say, they don't want to be cold called, spammed, blinded by a flashing billboard, or accosted on the street. Referrals make your life easier, and they make the prospect's life easier, too. In order to get referrals, you have to be referable. Getting referrals will save you time, help you make more sales, reduce your tensions and earn you more credibility and respect.

Objectives:

1. To eliminate the mystery around getting referrals and why some people get them and some don't.
2. To increase the number of high-payoff referrals you get through helpful centres of influence.
3. To cut down on the wasted time and energy of cold calling.
4. To get you into the habit of working only by referral and earning more income.

Module 9: Asking Questions

Great salespeople are great question-askers. They are great listeners and they know what to listen for and how to read between the lines. They ask for feelings, opinions, facts, and stories. They believe they can learn something from everyone they meet.

Asking questions keeps you in control in the interview, so that you're getting the information you need and keeping the prospect engaged. There are four types of

questions, eight key questions and a multitude of industry specific questions that will open opportunities to work with the prospect.

Remember, if you don't ask, you won't really know what the prospect's reason for being interested in your product is. Skilful questioning can help you unlock the prospect's emotional core, so you can discover their real reason for wanting to buy your product.

Objectives:

1. To teach participants the importance of asking the right questions to get the information they need to present a solution that is right for the prospect.
2. To provide an easy to learn template of questions that will enable the participant to create a powerful letter of understanding that will help to seal the relationship and heighten the level of trust.
3. To practice the art and science of asking questions to engage the prospect in the buying process.
4. To show the participant how to get the information they need in order to make a winning proposal.

Module 10: The Presentation

You've spent time prospecting, building the relationship, and asking enough questions to figure out the answers you need to be able to match your products or services to the prospects' needs. Now it's time to answer the prospect's questions. "The Presentation Gears" provide the body of your presentation, and "bridges" ease the transition to what's really important to the prospect. Rather than memorizing a canned presentation and spitting it back out at the prospect, the Presentation Gears and bridges provide you with key phrases to help you remember what you want to say next. They provide smooth power and persuasive pull to help the prospect see your product in the best light possible. With this technique, you easily answer the prospect's most important question: "What's in it for me?"

Objectives:

1. To clarify the differences between features, advantages and benefits in your selling process.
2. To focus more attention on the benefits of your product or service and make certain they match up with the needs identified in the questioning process.
3. To learn how to speak in language that is interesting and understandable to the prospect vs. "techno-babble".
4. To practice the process of getting your ideas across in a concise, effective manner.

Module 11: Asking for Action

The secret to closing is knowing *when* to close. Don't fumble through your entire presentation and try to close without really knowing how the prospect feels about what you're presenting. Take the blindfold off and ask some checking questions. Checking questions take the prospect's temperature to determine if you've got buy-in for your ideas.

Buying signals, both verbal and physical are indicators you can watch for that let you know it's time to ask a checking question and move to the next step. Prospects start to behave in certain ways when they're ready to buy. While asking for the next step is a minor piece of the process in terms of time, it is a critical piece in terms of results. "If you don't ask, you don't get." Learning a confident, relaxed way of asking for action will help you to open new accounts and do it faster by being in tune with the prospect's readiness to buy.

Objectives:

1. To identify observable clues and signals from the prospect that indicate they are ready to buy.
2. To develop techniques to check to see if the prospect is ready to buy without directly asking for a decision which, if done too early, can raise unnecessary objections.
3. To understand how to make the purchasing decision easier and less stressful for the prospect.
4. To get more people to say yes to your recommendations.

Module 12: Minimizing and Handling Objections

While many salespeople fear objections, they aren't necessarily the "no" they're often taken for. They may be a request for more information, or even a buying signal in disguise! If you were a mountain climber, you wouldn't give up at the first tree blocking your path. With a mountaineering approach to objections, you can figure out what the real objection is, and see if there's a way to resolve the issue that satisfies your client. Don't let a misunderstanding get in the way of helping a prospect. Using simple steps can turn a potential conflict into a calm, rational, problem-solving process that lets the prospect save face and still buy for the right reasons.

Objectives:

1. To understand the psychological process of dealing with objections.
2. To learn and apply a step-by-step procedure that is designed to relax the prospect, get them to reveal their real concerns and give the salesperson the opportunity to deal effectively with those concerns.
3. To practice a technique that turns all real objections into questions that you can answer.
4. To learn how to calmly deal with the objections, maintain comfortable control of the discussion and get the prospect to take the action that is in their best interests.