

Florida State University Professional Sales Institute

Executive Outreach Series Professional Sales Process

STRATEGY (Day 1 MORNING SESSION)

1. Introduction
 - a. Objectives – (Model of Sales from Ruekert and Walker)
 - b. Definition of “Professional Selling”.
 - i. Art-Science-Performance-Agility
 - ii. Introduction of your trainers
2. Prospecting and Qualifying – an interactive session
 - a. A discussion about who the customer is, how is the market segmented, where to find them and how to get pre-call information about them. Also what makes a prospect worth pursuing?
 - b. What does the customer “think” they are buying? - Buyer’s concept.
3. The sales person’s most important skill?
4. Take the Myers/Briggs personality assessment.
5. Break [15]
6. Overview of social styles and relationship to personal needs (Murray’s Personal Needs)
7. Overview of the Road Map to a Successful Sales Call [30]
8. Watch the process in action

TACTICS (Day 1 AFTERNOON SESSION)

1. Approach [10]
 - a. The business card
 - b. Gaining Attention
 - c. Communicating your true purpose in the transition
2. Approach Practice Session [20]
3. Need Identification [30]
 - a. Questioning techniques.
 - b. The decision process
 - c. Why reiterate the facts
 - d. Dominant buying urge or motives (Hot buttons)
 - e. Uncovering the need Pre-commitment
4. Team Challenge
 - a. Develop questions [15]
 - b. Present [10]
5. BREAK [15] REFRESHMENTS
6. Solution Presentation [20]
 - a. Benefits verses features
 - b. Strengthening the presentation
 - c. Presenting Value
 - d. Trial closes
7. Presentation Discussion Session
8. Managing Concerns
 - a. Process for managing concerns
 - b. Techniques
- 9.

10. Closing the Sale [30]
 - a. Closing Techniques
 - b. Using your strategic plan and when is “No”, no.
 - c. Completion
11. Planning the face-to-face sales call
12. Review Scenario as tailored for the targeted products and customer segment

OVERNIGHT ASSIGNMENT - Prepare a complete sales call plan including an introductory sales call and a closing call.

EXECUTION (Day 2 MORNING) [7:45-8:15 bagels; Start at 8:30]

1. Brief Review cold call tactics
2. Telephone Cold Calls to be conducted simultaneously with cold call walk-in role-plays
3. Role plays round one – Video and review with fellow program participants

LUNCH – 11:30 – 1:00

EXECUTION (Day 2 AFTERNOON)

1. Role play round two:– Video and evaluation of fellow participants

SUMMARY (Day 3 – MORNING)

1. Review of role play videos
2. Additional resources
 - a. Jeff Blount Podcasts
 - b. Jeff Gitomer “Little” series
 - c. Reference web sites
3. Certificates and Wrap-up.