



Training, Coaching, Consulting

The difference operator – effecting a change or difference

DELTA

The Difference that makes the Difference



Sales Accelerator System

If selling the true Value of your offering and preserving Margin is critical to your success you need to press the Sales Accelerator



Sales Accelerator System

Many markets are changing from a 'box shifting' sales approach to a Sale of Intangible Value – perhaps a service offering, or a product which offers a return in longer term value versus short term price. This presents a challenge for the organisation that has hired, trained and rewarded a whole sales force based on the 'box value' approach.

To sell true Value three things must happen:-

- The Value of the offering must be understood and priced accordingly.
- The Sales person must have the ability to create interactions where Value can be discussed.
- The Sales person must possess the ability to *persuade*.

Sales people who can do these things are in control of their business. They can predict, direct and influence the outcome of each sales campaign. Sales people who cannot are at the whim of circumstance. Sales people who can do these things create relationships with customers where not only the product/service offering delivers value - the relationship also has true value. Sales people who cannot do these things mistake a series of interactions for a relationship. Sales people who can do these things deliver *predictable* breakthrough results. They know where the high margin deals are coming from and when they will land. They know the value the customer will derive and therefore negotiate from a position of confidence. Sales people who cannot do these things are desperate for a win and negotiate from a position of fear of rejection/loss of a deal... and there goes margin.

If you have a sales team, you're probably striving for even better performance. You may want to develop their potential - develop the ability to call on influential executives; the ability to achieve closure; the ability to sell the true value of the intangible aspects of your offering; the ability to persuade. If you're a sales executive you're probably wondering how to get that meeting with that key customer executive, how to get answers to those tough questions you need to know, how to get them to appreciate the value of what you have, how to prefer you to the competition. There are sales executives out there selling good products in a depressed market, there are sales executives failing to sell leading products. So what makes the difference?

Most sales managers are simply want their team to sell the true *value* of their offering to the right customer executives in the right accounts. All this really takes is 4 things: a simple *systematic* approach, a good *skill* set, a grasp of *the art and science of persuasion* and a winning *mindset*.

The Sales Accelerator System shares with your sales teams the wisdom, approach and mindset which enable them to develop the right influential relationships with the right customer executives in the right accounts, quickly whilst enabling leaders to provide resonant leadership, effectively.

... and it's delivered by someone who has an intimate knowledge of the industry from a customer perspective and from a sales and leadership perspective.



Module 1

The Art and Science of Persuasion: Advanced Influencing for Sales.

“Sell the technology and drop the price!” You would think that was the strategy being proposed by companies in today’s market place. Actually, most companies are desperate to sell their true value and preserve margin but are struggling to know how to do it.

We all know one of those rare sales executives who seem to have the charisma and power to sell themselves to any customer and to then sell their *value*, whether there’s a downturn in the market or a better competitive offering. It’s a truism that people buy from people first. The phrase “It’s all about relationships” is overused to the point of being ignored. So why is so little attention paid to developing these skills in the market place? Probably because we’ve become so focussed on the technology itself and forgotten that we are selling *ourselves* first and that there are *real people* are on the buying end. Those few special sales executives that possess this magic are often unaware of how they do it. The *People Technology* employed in this module has been built by modelling the excellence of top sales executives and is rare in the industry.

Imagine, at the end of this module, each of your sales executives being able to spot the personality and style of the customer immediately. Imagine them really being able to speak the customers’ language to a depth not usually grasped. Imagine the really talented sales executive being able to detect the customers’ habitual buying approach and to sell to them in *their* preferred way. Imagine a sales executive possessing a command of truly influential language patterns that change minds quickly.

Caveat: this is an extremely powerful approach to influencing and will only be delivered on the understanding that it is used with integrity.

Module 2

Gaining Access and getting key information from key meetings

Many sales executives pursue too many projects in the hope that some of them will come through. In any company there are priority projects that the customer is focussed on that will make money for them, and for the sales executive that sells to them... and somebody in that account knows the priorities and needs help to solve complex problems.

Many times sales executives are missing key information relating to projects and how to win them. Often this is because the sales executive fails to develop trusting relationships with knowledgeable customer executives or, more often, fails to ask the difficult, yet obvious, questions.

At the end of this 2 day module imagine every member of your sales team having the skills necessary to secure meetings with key personnel in key accounts. They will be developing high levels of credibility and trust immediately, allowing them to draw out powerful information profiles and enabling them to understand and to win profitable, priority projects effectively. They will learn how to:-

- Secure executive level meetings
- Develop instant rapport and credibility
- Discover critical information
- Question effectively
- Close powerfully and ensure follow on action



Module 3

Sales Leadership Repertoire

“Little value comes out of the belief that people will respond progressively better by treating them progressively worse” -- Eric Harvey

... and yet in our desire for results our frustration often leads us to this approach or even worse – leaves us out of ideas! Any true leader of a business team must possess a broad leadership repertoire in order to get the very best from themselves and from a diverse team. This module empowers leaders and managers with a commanding leadership repertoire that allows them to motivate, inspire, guide and coach a team, and individuals, to success quickly. Some companies choose a systematic approach which ignores people dynamics and installs rote responses to situations. Forward thinking companies are developing leadership skills and critical abilities, enabling leaders to respond to any circumstance by knowing how to lead people and how to light fires within them, rather than underneath them. Critical abilities covered include:-

- Visionary leadership - Leading on Purpose.
- Commanding leadership: setting the Direction and Focus.
- Pace Setting: leading by Example and installing the Learning.
- Coaching: achieving the individual's Potential.
- Affiliating: being part of the team to be a Team.
- Democratic Approach: Involvement inspires Commitment.
- Managing Metrics: paying attention to and Owning the Results top to bottom.

Your Instructor

Dave Sellers is an experienced sales professional and sales leader, NLP Master Practitioner and Certified Business Trainer who continues to provide the sales momentum for a number of training organisations. Dave has sold everything from ultra hi-tech hardware, through to software, consulting services and inter-company partnership to some of the biggest names throughout Europe including Alcatel, Ericsson, Nokia. He has taught sales for 5 years whilst continuing to sell, to research and to develop some of the most advanced sales material available. Customers use his methods to sell everything from consumables to hi-tech infrastructure and financial services. His methods are applied in telephone sales environments, face to face selling and team selling and are developed from a 'Business to business selling' map of the world. Due to the combination of Dave's wealth of experience in the crucible of real-world sales plus his in depth knowledge of 'People Technology' the calibre of material Dave uses is not available from any other sales training organisation or any other NLP organisation.

Dave currently leads Delta's sales and marketing activities and so 'walks his talk' as a sales executive, applying what he teaches on a daily basis.

Contact

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