

## Overview of Collaborative Selling

- Why and how the sales environment has changed
- The distinctions between collaborative selling and traditional selling
- The importance of radically differentiating yourself, your company and your offers from competitors
- Building profitable relationships vs. transactional selling

## Time and Territory Management

- Tracking your calling patterns
- Planning your yearly calendar
  - What are the givens during the year?
  - How many actual selling days do you have in the year?
- Categorizing your accounts
- Identifying the potential in an account
- Calculating the time required to realize the potential value of your accounts
- Calculating your anticipated numbers, your year to date numbers and what you need to meet your goals
- Calculating the productivity required to meet your goals
- Calculating your return on time invested
- Developing a weekly plan
- Strategies for scheduling your time more effectively
- Creating a daily plan
- Identifying the top 10 requests from your customers
- Strategies for streamlining those requests
- Working in quadrants
- Developing an integration plan between you and your inside sales rep
- Tips for scheduling appointments
- Using the checklist method before and after appointments to increase efficiency
- How to help the customer use your time effectively
- Contact management

## Targeting New Customers

- Using a different approach for different customers (instead of delivering the same pitch to everyone)
- Methods for filling your pipeline
  - Personal advertising
  - Online marketing
  - Tip club
  - Articles
  - Advertising specialties
  - Newsletters
  - Industry participation
  - Trade shows
  - Personal selling
  - Direct mail
  - Publicity
  - Public relations
  - 3rd Party Marketing
  - 3rd Party testimonials
  - Speeches
- Positioning your company in the minds of potential customers
- Competitive factor analysis
- Identifying customers whose needs match your strengths
- Understanding your competitive advantage

## Preparing for the call

- Understanding what you know
- Identifying what you don't know and how you'll find out
- Developing a strategy for the call
- Scripting your key points

## Contacting New Customers

- Opening statements that will set you apart from the pack
- Getting into the right mindset (understanding the purpose of the call)
- How to effectively research your prospect before the call
- Dealing with initial resistance
- Working with gatekeepers
- Other obstacles
  - Voice mail
  - Email
- Turning all cold calls into warm calls
- What to do when you get an interview
- What to do if you don't get an interview
- Building a strong relationship

## THE ULTIMATE SALES INTERVIEW- Exploring

- The purpose of the interview – Prescription before diagnosis is malpractice
- Adopting the right mindset
- Letting go of the outcome and focusing on the process
- Understanding mental maps
- Setting the right tone for the meeting
- How an exploring interview looks different from all the rest
- Topics to explore
- Open-ended exploring questions vs. closed fact-finding questions
- Creating a questioning plan
- Clarifying, expanding and redirecting questions
- The questioning cycle
- Question openers and softeners
- The first question to ask all new customers
- Taking notes or recording your calls
- Mind-mapping and note taking
- Identifying the need gap
- Understanding the customer's entire world and context rather than just product or service needs
- How to identify the customer's values, feelings, goals, beliefs, opinions and ideas
- Working on an opportunity even if there isn't an immediate need for your products or services
- How to give the customer a reason for the "next call"
- Managing the process - ending every meeting with plans, actions and what's next

## Exploring self evaluation

- Using an exploring grid
- Using a criteria sorting grid
- How to effectively transition from exploring to collaborating
- Understanding the differences between personal relationships and business relationships and building both simultaneously
- Identifying and exploring with the power base

## Deep listening

- How to listen like a therapist rather than a salesperson
- Marginal, Evaluative and Active Listening
- Identifying poor listening habits
- Giving feedback while you're listening
- Relationship styles
- Sorting styles

## Effective Demonstrations

- Building excitement and anticipation around your demonstration
- Using future pacing
- Involving your customer
- How to get back on track after an interruption
- Carefully selecting your terminology
- Using anchors
- Customizing the demonstration to the customer's need gap
- Using benefits language
- Reframing your disadvantages
- Using 5 Sensing

## Collaborating

- Examining your findings
  - Matching your uniquenesses and advantages to his needs
  - Meeting your customer's success criteria
  - Using a competitor grid
  - Understanding where you fall short
- Writing a report of findings rather than a proposal
- Preliminary review of your findings and scheduling next meeting
- Presentation of your report
  - Where to start
  - Feature, benefit, feedback – the three methods
  - Using a comparison checklist
- Menuing
- Keeping resistance to a minimum
- Handling resistance
- Using effective feedback questions

## Confirming

- Summarizing all of the competitive advantages your product has to offer – when and how to do this
- Identifying positive buying cues
- What to do if you don't get a "yes"
- Doing a post sale analysis
- Recognizing smoke screens
- The five P's that stall customer commitment

## Assuring

- Steps for servicing the sale
- Understanding this is where the real work begins
- Measuring how well your solutions are serving your customers
- The 1-5-15-30 Day follow-up schedule
- The different types of implementation failure and how to handle each
- Understanding the costs of getting a new customer
- How to handle buyer's remorse
- How to be a customer-driven sales person
- Dealing with an angry customer

## Dismantling Limiting Viewpoints

- Identifying the limiting viewpoint
- Putting the limiting viewpoint on the table
- Exploring for the background that has led to this limiting viewpoint
- Distinguishing between a customer's belief and a fact
- Dealing with facts
- Dealing with beliefs

## The Image of Excellence

- Creating a great first expression
- Dressing for success
- The power of eye contact
- Carriage and posture
- Your handshake
- Your voice
- Common courtesy
- Punctuality
- Restaurant etiquette
- Showing depth of knowledge
- Showing breadth of knowledge
- Having versatility
- Contagious enthusiasm
- Using your sense of humor
- Taking risks
- Discipline

## From Trial to Loyalty

- The four stages of creating loyal customers
- How to know when your customer is loyal
- How to move your customers through the four stages

## Gaining Greater Share of Mind with Your Existing Customers

- Consulting skills
  - Your role as educator
  - Helping your customer solve larger business issues
  - Total system solutions
  - Bringing their customer's perspective
  - Speeding your learning process
  - Sharing best practices
  - Using your resources
  - Using information as a competitive weapon
  - Honing your research skills
  - Collecting ideas
  - Using agendas and follow-up tactics
  - Teaching the power of focus
- Becoming a coach to your customers
- Sitting down to discuss a new way of working together
- Helping them grow their business
- Positioning your company in your customer's minds
- Dealing with limiting viewpoints

## MANAGEMENT CURRICULUM

- Coaching Courses
  - Coach a Collaborative Selling Team
  - Coaching Skills
  - Creating a Sales Driven Culture