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# **Creating Purposeful Sales Conversations**

**...for better sales results**

**February 19, 2010**



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# Today's Agenda

- 7 Biggest Mistakes in Today's Sales Conversations
- Your Sales Cycle vs. Your Client's Buying Cycle
- Interactive Polls
- Series of Purposeful Conversations in the Sales Cycle
- Q&A



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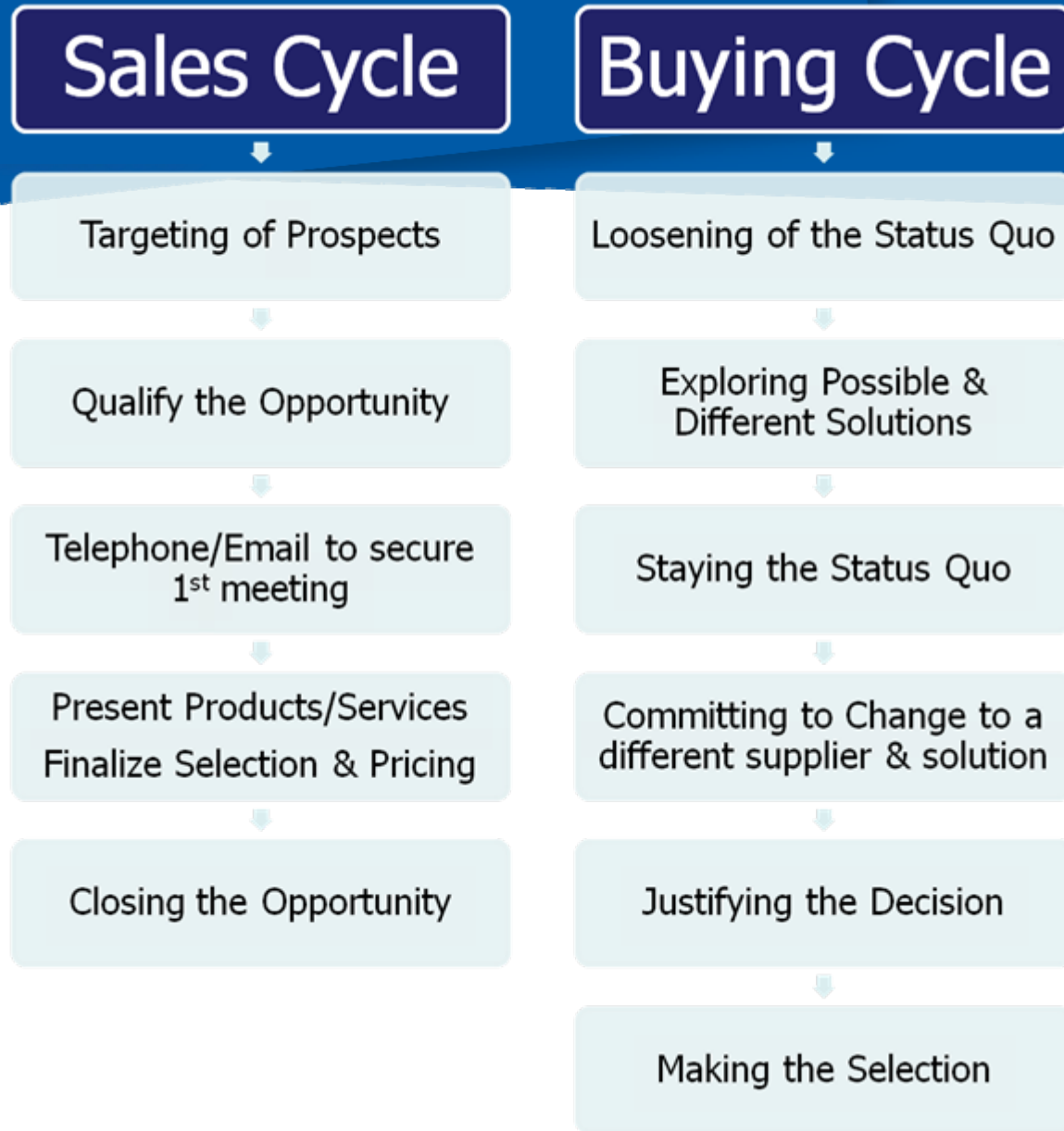
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# 7 Biggest Mistakes in Today's Sales Conversations

- Client gives you so little time – you talk the entire 15 minutes
- You're focused on your goals, not client's goals
- You do a good presentation, but it's not compelling enough to get the client to switch
- Ask a few good questions – but not enough expanding, consultative, open ended questions
- You don't uncover the decision making criteria
- With this recession, focused on just getting the "transactional sale" rather than being long term strategic consultative selling partners
- No next step commitment with specific follow up date & time

# Your Sales Cycle vs. Your Client's Buying Cycle





# What is your Sales Approach & Strategy?

**Consultative Selling**  
– **with valuable solutions**



**Relationship Selling**



**Transactional Selling**



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# Interactive Polls

- How challenging has it been so far in 2010 to achieve your sales targets?
- Rate your sales performance
- How many gold medals will Canada win?



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# 1<sup>st</sup> Conversation

- Getting the Appointment
- 6-8-10 touch points to secure the appointment
- Compelling “U”VP – customized



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# Pre-Call Planning Conversation

- Positive Self Talk
- Research
- Strategy
- Objectives & Ideal Outcome



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# Moving the Conversation Away from Price

## Price vs. Solutions vs. Value

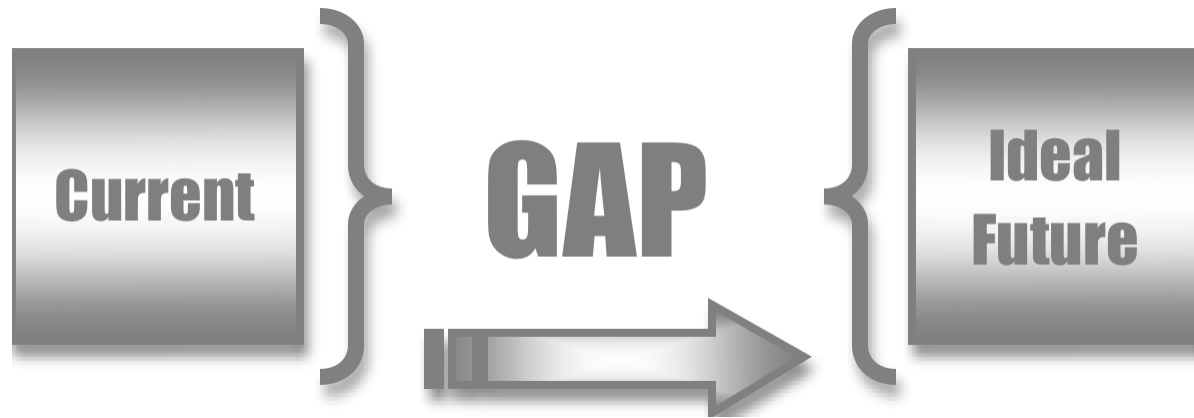


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# What Does the Client Really Want?



## Gap Analysis



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# Consultative Selling Principles



## Client Objectives Map



# Question Types & Tactics

- Open Probes
- Closed Probes
- Coat-Tailing
- High Gain Questions
- Leading Questions
- Grand-Tour Questions
- Universal Questions
- Drilling Down – Five Why?



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# Exploring & Collaborating Solutions

- How your organization's products/services perfectly address your client's needs
- Keep an open mind
- Allow your client to provide you feedback



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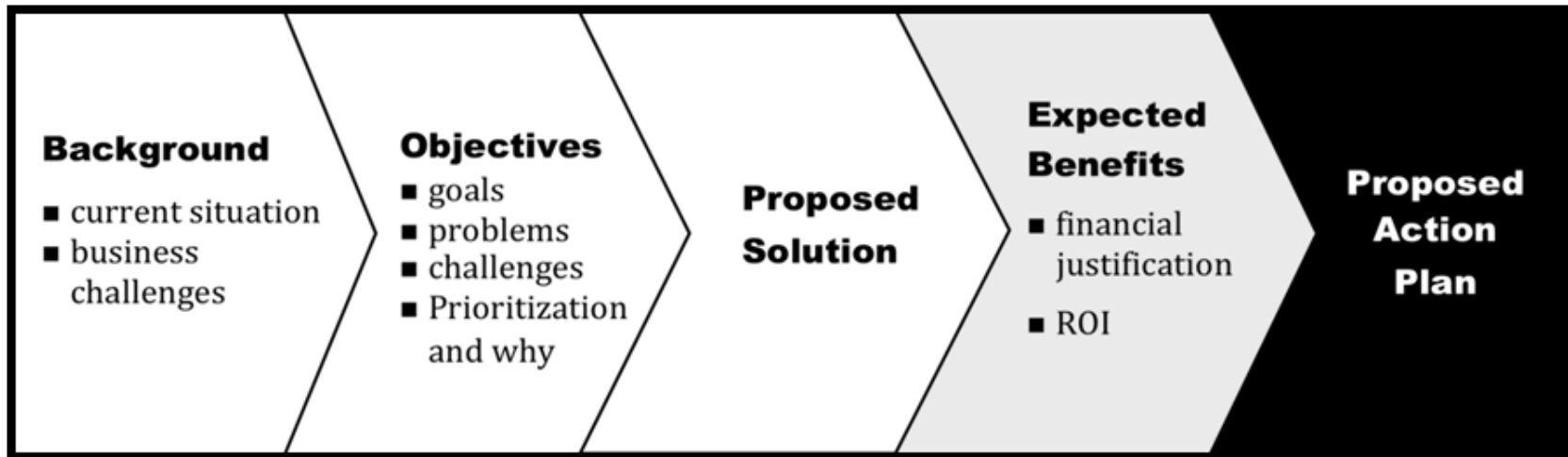
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# Building a Business Case to Win More Business

## Quotes vs. Proposals



# Building a Business Case & Demonstrate ROI





# Follow-up Conversations

- Reinforce your unique value and how your solutions will achieve their goals
- Provide success stories & references
- Continue to “coach” them in their decision making process to secure the business



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# Interactive Poll Results

- How challenging has it been so far in 2010 to achieve your sales targets?
- Rate your sales performance
- How many gold medals will Canada win?



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# TPO -

## Thought Provoking Question

If you could transform your selling approach to **grow your client's business ...**

and **grow your own business**

plus **grow yourself to become a strategic, savvy, confident sales expert...**

**Would it be worth the investment of your time & money?**



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# Successes

“As a result of the CPSA Professional Selling program, I set up a meeting with one of my clients, to apply the 8-Step Consultative Selling Approach and **landed a \$25,000 sale along with the opportunity to present our partnership program for 2010.** This course is well worth the investment of both time and money.”

B. Corrin – Key Account Manager, Tenaquip Ltd.

“As a result of the Sales Revolution program, I more than **doubled my sales in the last month of the program** to exceed my yearly sales goal for 2009! One of the most powerful strategies was asking 2-3 more questions in my client meetings.

B. Brevard, Proforma



# Sales Training Investment & ROI

Generate \$25k incremental sales  
within 3 months

$\$25k \times 4 \text{ quarters} = \$100,000$

$\$100,000 \times 10 \text{ salespeople} = \$1 \text{ million}$   
incremental sales



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# Gain your Competitive Advantage

## CPSA's Professional Selling

In-Class, Online & In-house

Calgary, Edmonton, Halifax, London, Montreal (English & French)  
Ottawa, Toronto, Winnipeg, Vancouver

[www.ProfessionalSelling.ca](http://www.ProfessionalSelling.ca)



## The Sales Revolution Interactive Group Coaching

12-week interactive follow-up program including 1:1 coaching call and profile assessment

[www.cpsa.com/SalesTraining/SalesRevolution.aspx](http://www.cpsa.com/SalesTraining/SalesRevolution.aspx)



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# Certified Sales Professional (CSP) Designation

## Our CSP graduates say...

- 86% gained a competitive advantage in the marketplace
- 2/3 increased their sales by 15% or more
- More than 2/3 claimed the designation gave them added prestige in the eyes of customers, managers and peers
- 67% have over 10 years of sales experience
- More than half earn personal annual incomes over \$75,000 per year



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# **Your Trusted Sales Training Centre**

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