



Mercuri International

# ESSENTIAL INSIDE SELLING SKILLS



# PROGRAM OVERVIEW

## Mercuri International **ESSENTIAL INSIDE SELLING SKILLS**

This is a program to improve your sales performance when dealing with a customer “from the office”. Following this path, participants will discover the whole sales process and get useful tips on how to apply relevant selling techniques - from the research of information about a prospect to closing the deal.

### **AUDIENCE**

All salespeople who want to improve their sales performance.

### **DURATION**

Digital content: **4 hours 30 min**

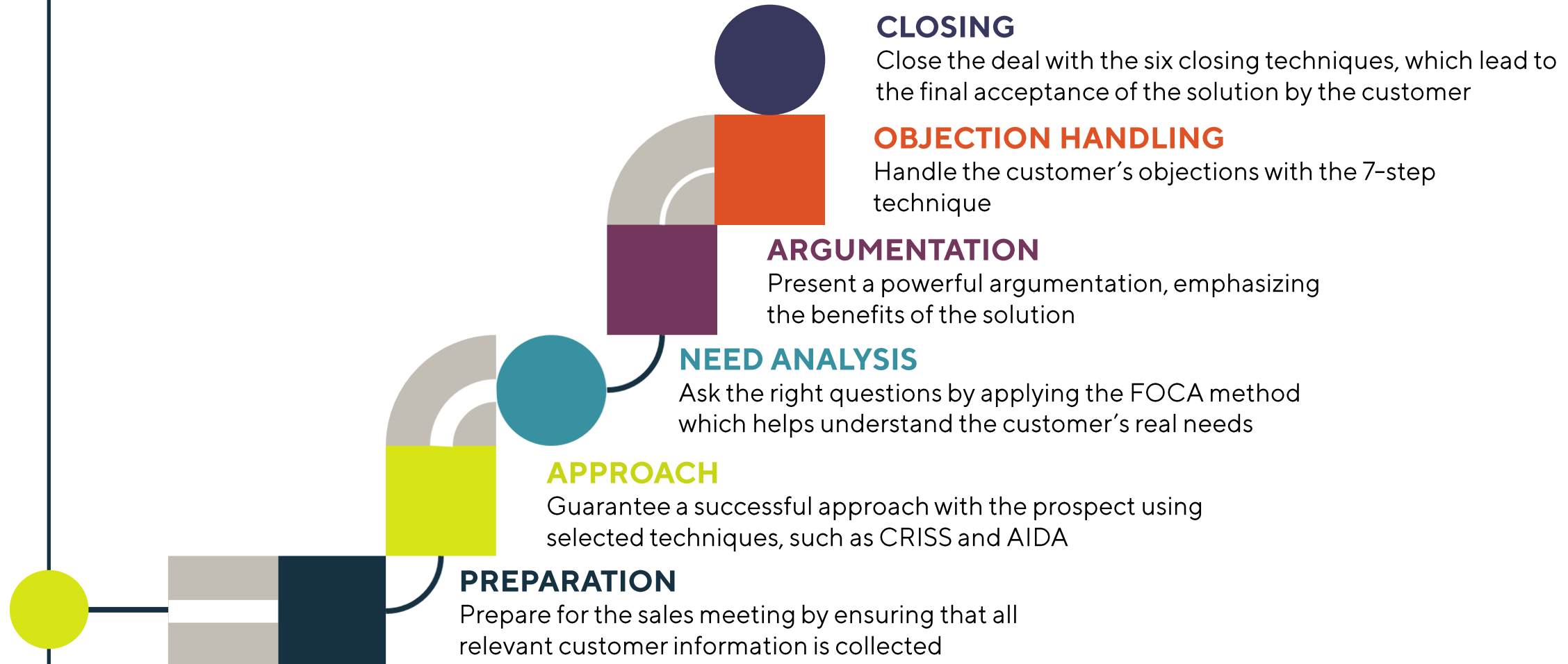
### **DELIVERY FORMAT**

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with a sales representative and their coach. Videos, exercises, questionnaires, downloadable documents, gamified scenario and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.



# PROGRAM OVERVIEW



# CONTENT OVERVIEW

**1**

## INTRODUCTION TO COURSE

- Why master Essential Inside Selling skills?

**2**

## PREPARATION

- How to collect information about the prospect

**3**

## FIRST CONTACT

- How to make your LinkedIn profile PRO
- Build a powerful first message
- New contact hunting
- Creating effective posts on social networks

**4**

## FIRST CONVERSATION

- How to connect with the prospect
- Define the target of the call
- How to structure the call

**5**

## APPROACH

- How to approach the prospect: selected techniques

**6**

## DEFINING CUSTOMER'S NEEDS

- Defining needs
- Understanding customer's needs
- Discover customer's needs with the FOCA question bank
- Need discovery action tips

**7**

## ARGUMENTATION

- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

**8**

## HANDLING OBJECTIONS

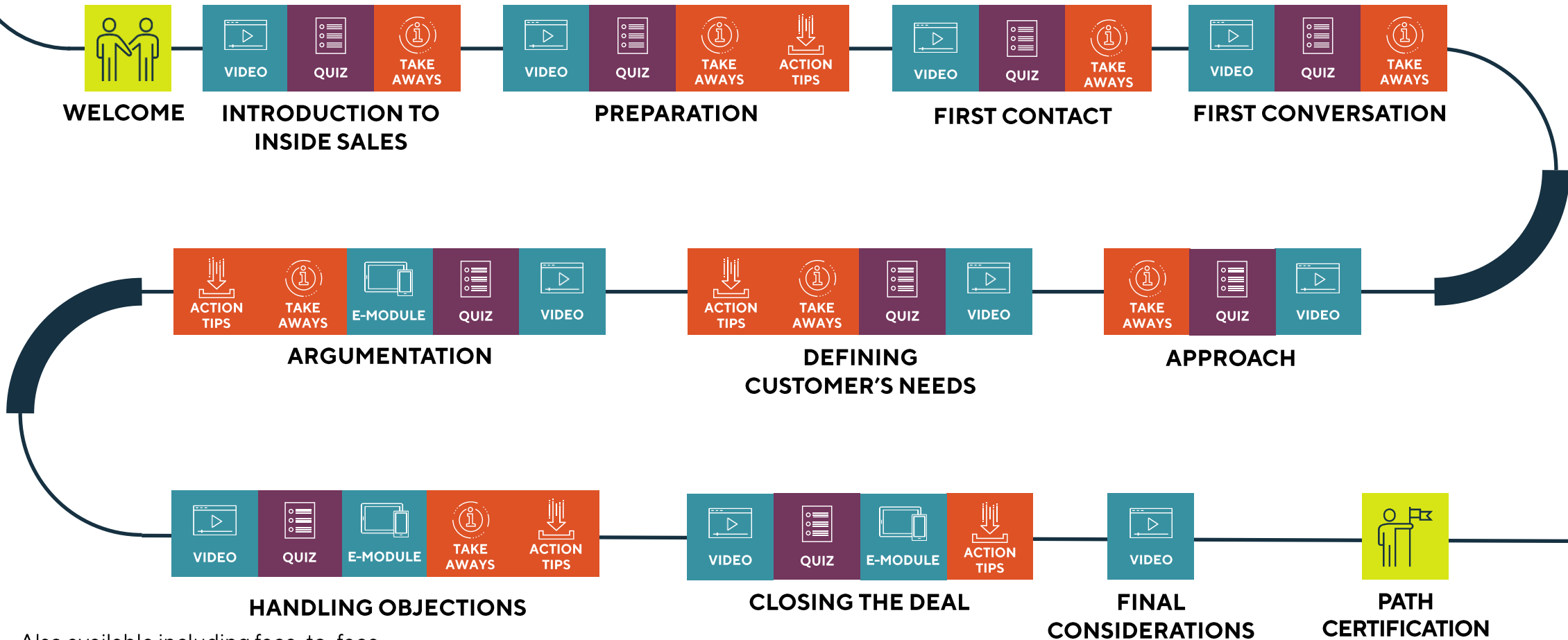
- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips

**9**

## CLOSING THE DEAL

- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes

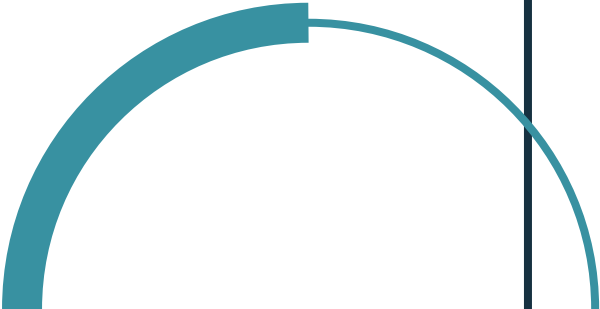
# LEARNING PATH



Also available including face-to-face or virtual sessions along the path



# CONTENT DESCRIPTION



# STEP 1: INTRODUCTION TO THE COURSE

## What is this course about?

Here participants get an overview of the course, learning what is covered in each step of the path. They discover the importance of developing selling skills and how this can help them when dealing with their customers.

- D** Definitions of the customer's requirements for your product or service
- A** Acceptance of the requirements by the customer
- P** Proof that your solution can fulfil the customer's requirements
- A** Acceptance of the solution by the customer



## STEP 2: PREPARATION

### **Preparation is key**

One important key to success is self-confidence. An important key to self-confidence is preparation. It's essential that salespeople prepare themselves in advance to make sure that they ask the right questions. But how?

Here the participants discover how to fully prepare for a sales meeting by:

- Collecting information using different channels
- Analyzing the relationship with the prospect
- Understanding the customer's position in the market





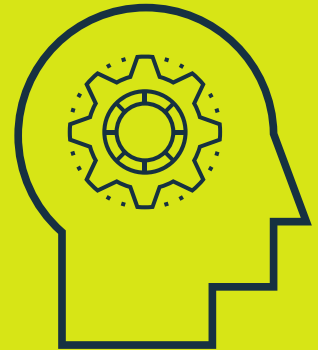
## STEP 3: FIRST CONTACT

### **A powerful first message**

To successfully contact a customer for the first time, it's important to build an effective first message which can attract the customer's attention and make them want to know more. So how do we do it?

Here the participants learn how to:

- Polish their profile on social networks, to ensure its effectiveness
- Hunt new contacts
- Build a powerful first message, using the 5 KFA
- Create new posts on social networks to attract prospects



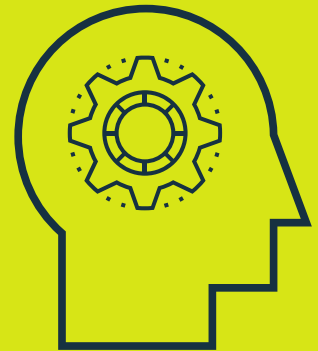
# STEP 4: FIRST CONVERSATION WITH A CUSTOMER

## How to attract the customer's attention

In the first conversation with the customer, it's essential to apply the right strategies that can get the customer's attention and make them interested in learning more.

Here the participants find out how to:

- Structure a first conversation with a customer
- Set a target for the conversation
- Apply selected techniques to make the conversation a success (e.g. CRISS and AIDA)



## STEP 5: APPROACH

### **Make the first conversation successful**

The approach you use with the customer is extremely important. Yet which approach to choose is not always obvious if you don't know which techniques to apply.

Here the participants discover how to:

- Be proactive and take the lead in order to get the most out of the conversation
- Present the objectives as benefits for the customer and make sure that both parties have the same time frame
- Make the customer confident that it's worth spending time on a first initial conversation with the salesperson



# STEP 6: DEFINING YOUR CUSTOMER'S NEEDS

## How to move forward after the initial conversation

To find out the customer's current situation and emerging needs, the salesperson must ask the right questions with the right attitude.

Here the participants learn how to:

- Formulate questions to understand the customer's situation in depth, using a structured technique called FOCA
- Apply a funnel technique, to ensure that they get all the information they need to proceed



## STEP 7: EFFECTIVE ARGUMENTATION

### **Convince the customer of the effectiveness of a solution**

This is the moment to convince the customer of the effectiveness of a presented solution. It should be clear to the customer how the salesperson is meeting the customer's requirements.

Here the participants discover how to:

- Capture the customer's attention
- Present a solution in relation to the customer's needs in a powerful way
- Formulate an effective argumentation, which helps the salesperson reach the customer's goal, so that they choose this solution instead of a competitor's



## STEP 8: HANDLING OBJECTIONS

### **A key stage in the sales process**

It's unusual not to receive an objection at some stage of a sales meeting.

Here the participants discover how to:

- Deeply understand the customer's objections and what they reveal
- Handle the customer's objections, thanks to the 7-Step technique



## STEP 9: CLOSING THE DEAL

### **Closing a deal – the beginning of a relationship**

Pressure is at its peak and the stakes are high. Here the participants discover how to successfully close a deal.

More specifically they learn how to:

- Apply the 6 techniques that guide salespeople through the final, potentially difficult, finishing steps of the sales process
- Speed up the customer's decision
- Close at the right time



## STEP 10: FINAL CONSIDERATIONS

### **Test your essential selling skills**

At the end of the program the participants can recap all the main topics covered over the course.

More specifically they:

- Access a recap video that sums up relevant takeaways







Mercuri International

GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

