

Business Solutions Sales

Description: Mature customers buy business solutions—not technical products!

One of the greatest weaknesses with sales organisations is the tendency to sell their product or service without much consideration for the business needs of the client.

This workshop will help delegates focus of selling solutions to clients' real business problems with an emphasis on the business value offered.

Audience: Anybody involved in selling business solutions with a desire to "move up the value chain".

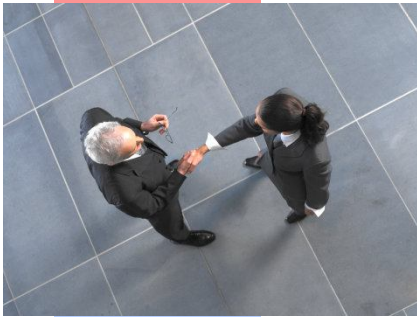
Anyone wishing to learn the techniques of understanding the real business needs of clients and mapping those needs to innovative solutions based on their company's products and services.

Duration: 2 Days

Objectives: The course is designed to equip delegates with the skills to implement good quality solutions sales for their clients.

By the end of the course delegates will be able to:

- ✧ Understand the key differences between solutions sales and product / service sales
- ✧ Why knowledge of the client business is key
- ✧ Appreciate the benefits of good account planning
- ✧ How to "stand out from the crowd" of competitors
- ✧ The power of relationship selling
- ✧ The value of "Stickiness" in an account
- ✧ The benefit of a client contact plan
- ✧ Understand the power of a well organised account team
- ✧ Present good business case and ROI propositions



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Content: The course is very practical and interactive and consists of classroom lectures, discussions, individual exercises and group exercises.

- ✧ Client Knowledge—the customer is king—understanding their business, challenges, opportunities etc
- ✧ Your own Products & Services—know them & how they add value to a client's business
- ✧ Working with partners — 1+1=3
- ✧ Account Planning—the value of a clear direction
- ✧ Strategies for client contacts—at all levels
- ✧ Working with the support team
- ✧ Being proactive— vs reactive selling
- ✧ Utilising your management
- ✧ Being a “Trusted Partner”
- ✧ Making the proposal
- ✧ Value justification



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