

## TRAINING



*Maximum output for every sales call*

# Professional Selling Skills™ Online

Give your salespeople the ability to learn and apply the critical skills of consultative selling using cutting edge technology.

*Professional Selling Skills™* (PSS) Online blended learning is a technology-based alternative for AchieveGlobal's powerful three day classroom training for face-to-face selling. AchieveGlobal leverages forty years of proven sales training with an interactive platform in order to equip your salespeople with the skills they need to develop lasting, mutually beneficial customer relationships.

The blended learning solution combines individual learning and a live workshop, enabling several unique benefits. Within this blended learning approach, you are able to offer more flexible training schedules, allowing your sales teams to get back in the field faster. The workshop portion incorporates proven adult learning techniques and focuses on the challenges today's salespeople face—and how they can effectively overcome them. This solution also follows the AchieveGlobal learning formula for behavior change.

The knowledge acquisition phase of learning is accomplished through a four-hour online learning tool. Practice and application of the skills take place over a two-day follow-up workshop.

## PSS Web Module Features

- Comprehensive sales call simulation
- Sequential knowledge units for each element of the sales process
- Content, skill modeling, and practice for each skill
- Mastery Test
- Resource section that includes coaching tools

Participants control the duration of exposure to each unit, as well as frequency of visits offering a more customized approach to skill review. This allows participants to learn at their own pace over a number of hours, days, or weeks. By selecting simulation and tutorial alternatives, participants may also customize the experience to fit his or her preferred learning style. Before attending the follow-up workshop, participants also complete a Mastery Test to ensure each participant acquires and retains a high level of knowledge around the sales processes and skill models.

## Follow-Up Workshop Features

- Skills review
- Comprehensive role play
- Applications practice
- Workplace application

The two-day follow-up workshop ensures skill transfer by focusing entirely on skill practice and real-world application. Your organization's products and participant's actual accounts are used during the session to help ease the transition and help salespeople gain the confidence and skills needed to build customer trust and rapport.

The workshop is designed to be conducted in a two-day consecutive format or at intervals (Day 1 skills practice followed by Day 2 applications at a later date).

## Benefits of using Professional Selling Skills Online

The Online learning tool allows participants to attend the classroom session with existing knowledge of PSS. PSS Online and the follow-up workshop can also be tailored to your company's specific environment, adding relevance and value. Finally, the classroom session enhances learner's confidence and application, rather than online instruction alone.

### Benefits to your salespeople

- Increase learning success by building knowledge at an individual's own pace before practicing skills in an open environment.
- Reduce time away from the field and customers, and allow more flexibility around when training occurs.
- Improve individual sales performance by gaining the skills needed to develop solid business relationships.
- Increase a salesperson's long-term effectiveness by becoming consultants who aid customers in making sound buying decisions.

### Benefits to your customers

- Maintain lasting relationships with salespeople who understand their business reality.
- Provide access to products that address their specific organizational and personal needs.
- Make buying decisions based on fact, not on high-pressure sales tactics.

### Benefits to your organization

- Increase success in winning new business and establishing customer loyalty.
- Decrease costs by helping salespeople do a better job of judging account potential and using their time more efficiently.
- Provide salespeople with a common language to use, resulting in improved team work and communication.
- Reduce turnover by providing salespeople with direction, support, and professional development.
- Flexible training schedules that maximize training efficiency and sales effectiveness.

## Module Highlights and Outcomes

### Opening

- Learn how to open calls in a positive and productive way.
- Examine how—and why it's important—to reach agreement with the customer on what will be accomplished or covered during the call.
- Explore how opening a call with an existing customer differs from opening a call with a new customer.
- Discuss how to move the call from small talk to the business at hand.

### Probing

- Learn when and how to use different probes to gather information and build a clear, complete, mutual understanding of a customer's needs.
- Explore how—and why it's important—to uncover the circumstances driving the customer's needs.
- Examine two types of questioning techniques: open and closed probes.
- Learn how to guide the direction of a sales call by striking an appropriate balance between open and closed probes.
- Study how to use probes to confirm both the customer's need and their understanding of the customer's need.
- Learn how to position their probes to facilitate an open exchange of information

## Supporting

- Examine how to provide information that helps the customer make an informed buying decision.
- Explore the best time—and the most powerful and persuasive way—for salespeople to talk about their product/service and organization.
- Learn to demonstrate how each product/service feature will benefit the customer.
- Learn the importance of acknowledging each need before introducing products/services.
- Explore the consequences of supporting a customer's needs prematurely.

## Closing

- Learn to recognize when a customer is prepared to move ahead in the sales cycle.
- Practice a three-step process for securing customer commitment to the next steps in the sales cycle.
- Explore the difference between closing the sale and continuing the sales process.
- Learn how to handle a customer who stalls in response to a close.
- Learn the best way to terminate a relationship that's not mutually beneficial.

## Handling Customer Concerns

- Learn to recognize and differentiate the three types of customer concerns: skepticism, misunderstandings, and drawbacks.
- Explore the importance of probing to understand a customer's concern before responding.
- Learn when in the sales cycle a customer is most likely to express a concern.
- Learn to overcome a customer's skepticism by offering relevant proof.
- Discover how to clear up misunderstandings by confirming the need behind the concern and then supporting the need with relevant features and benefits of the product/service and organization.
- Counter drawbacks to the product/service by helping the customer to step back and look at the bigger picture and consider previously accepted benefits.

## Overcoming Customer Indifference

- Explore what's behind a customer's indifference.
- Learn how to respond to a customer who's disinterested in—or indifferent to—the product or service.
- Examine the importance of acknowledging the customer's point of view.
- Learn how to uncover opportunities to improve the customer's indifference with the product/service and present the consequences of leaving the situation unchanged.

#### About AchieveGlobal

With its world headquarters in Tampa, Florida, AchieveGlobal helps organizations translate business strategies into results by improving the performance of their people. Clients worldwide rely on AchieveGlobal's proven expertise in leadership development, customer service, and sales effectiveness. By implementing research-based learning solutions, AchieveGlobal empowers clients to successfully develop leaders and acquire, grow, and retain profitable customer relationships.



**achieveglobal**

*Strategy To Results  
Through People*

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## Program Specifications

### Audience

New or experienced sales professionals and their marketing and support staffs

### Length

- 4-hour online program that is based on the needs of the learner. The online portion can be stopped and started based upon an individual's schedule.
- 2-day follow-up workshop

### Certification length

- 2 days

### Instruction

- The follow-up workshop is taught by a certified AchieveGlobal training consultant.

### Workshop class size

- Up to 9 participants

### System requirements

The minimum requirements for running PSS Online are:

- Multimedia Processor with PII MHz or higher processor
- 256 MBs RAM:
- 16 bit sound card
- Microsoft Windows 2000 version or higher
- Microsoft Media Player version 6.4 or higher
- Microsoft Internet Explorer 5.5 or higher
- Modem with 56k or better
- Monitor with color display capability of 800 x 600, 16 bit color (thousands of colors)
- 40MB available hard drive space