



Effective Selling Strategies

Organisations that have well trained sales people benefit through increased sales, better client relationships, improved market share and additional profit.

Effective Selling Strategies focuses on:

- Locating new customers, clients and markets
- Understanding how to approach prospective customers and markets
- Delivering presentations that work
- Analysing the psychology of why people buy
- Developing customer and client relationships
- Overcoming stalls and objections in a professional manner
- Using self management tools, tracking procedures and measurement techniques to be a highly effective and productive salesperson
- Creating ongoing orders
- Improving the returns from existing clients
- Capitalising on added value approaches
- Occupational Health & Safety in the workplace

The Unique LMA Process:

As a Registered Training Organisation, LMA delivers a process that not only provides skill and competency development, but changes the attitudes and behaviours of the Participants.

To ensure that measurable results and a Return On Investment are achieved:

- Specific workplace goals for learning and performance improvement are established in consultation between the Participant and Company Management
- Individual support from the LMA Course Coach guides the Participant's "on the job" application of the learning to the accomplishment of the goals
- Complete resource materials allow multi-sensory learning and regular review
- Interactive modules are facilitated in convenient weekly workshops
- Each workshop concludes with Application and Action Steps to produce measurable results
- LMA's unique Feedback On-line system provides real time assessment of progress
- Mid and Post-Course Reviews are conducted by the LMA Course Coach with the Participant and their chosen Manager/Mentor
- Participants present key results and a summary of course accomplishments at a special Graduation Meeting

Creating exceptional results through people.

Go to www.lma.biz for feedback from participants



Module Content

Overview Meeting

- What is Success?
- Developing Potential Workplace Goals
- Self Evaluation Exercise
- Introduction to the Online Learning Module for Occupational Health & Safety

Module One – Defining Your Target Market

- The Power of Target Marketing
- Determining the Needs and Requirements of Your Target Market
- Prospecting Attitudes and Activities
- Methods of Prospecting
- How Value Added Service Fits In
- Prospecting Attitudes and Activities

Module Two – Approaches That Sell

- What is the Approach?
- Pre-Approach Communication
- The Telephone and Other Approaches
- Principles for Requesting Sales Interviews

Module Three – The Sales Interview

- Why Have a Planned Interview Process?
- The Nine Step Interview Process
- Preparation for the Interview
- Focusing on the Prospect's Self-Interest
- Ensuring Favourable Conditions

Module Four - Mid Term Review

- Assessment of Progress
- Capitalising on Key Learnings
- Development of My Daily Work Organiser
- Documentation of Measurable Results
- The Key Relationships
- Communication Styles

Module Five – Discovering Prime Buying Motives

- What Prospects Want and Why?
- Know Your Prospects
- The Power of Probing Questions
- Effective Questioning Techniques
- Listening Pays Off!

Module Six – How to Close Sales

- Recognising Buying Signals
- Selecting the Right Method
- Steps to Mastering Closing Techniques
- Don't Buy Back Your Sale!
- Becoming a Closing Expert
- Asking for Referrals

Module Seven – Overcoming Stalls and Objections

- Handling Stalls
- Objections as Buying Signals
- Handling Objections
- Disagree Without Being Disagreeable

Maintain Workplace Safety – Competency Unit BSBCMN311A

- Assist Incorporation of OH&S Policy and Procedures into the Work Team
- Support Participative Arrangements for the Management of OH&S
- Support the Organisation's Procedures for Providing OH&S Training
- Participate in Identifying Hazards and Assessing and Controlling Risks for the Work Area

Graduation

- Presentation of Results
- Awarding of Certificates