



InnerCents



InnerCents Sales Mastery

STRENGTHENING
THE POWER
OF POTENTIAL

INTRODUCTION

Sales success is the driving force behind any business. Without it, the enterprise simply cannot exist.

Mastering sales is challenging as there are so many diverse skills that are required in the selling process. It is imperative therefore that each sales executive or sales team be equipped with the essential capabilities that will sustain their productivity, focus and motivation.

Every industry, organisation and team is different and as a result all our Sales Mastery programs are tailored and designed in collaboration with the Sales Director or Sales Manager to ensure that they meet the specific requirements and distinctive needs of the individual or team.

Programs may be compiled from an extensive list of Sales Mastery Topics, and we are also happy to include any additional topics that clients require.

SALES MASTERY TOPICS

The Psychology of Selling

Your Personal Psychology

- It all starts with you
- Know how to master your psychology
- The “must know” secrets to sales success
- Developing the right thinking habits
- Controlling Thought Attacks™
- The little word that makes a big difference
- How to maintain a focussed, enthusiastic and opportunistic mindset
- The 5 factors that sabotage successful selling
- How to control negative influences
- The thinking and behaviour styles of sales experts

The Psychology of your Client

- How your clients make their buying decisions
- What you can do to influence your clients buying behaviour
- Why enthusiasm sells
- How to overcome your clients fear factors
- How to change your clients perception of your products and services

The Trusted Advisor

- The essential keys to becoming a trusted advisor
- The 3 pillars to building trust
- How trust breaks down
- Actions that maintain a trusting relationship

...continued

Your Value Proposition

- What is a value proposition?
- How compelling is your value proposition?
- What is your Inside Advantage?
- How do you exploit your differentiation?
- Why prospects should choose you

Prospecting

- How the 80/20 rule can help your business
- How to position yourself as the expert
- Who are great prospects and how do you find them?
- The importance of creating a prospecting list
- The 'must do' activity that will grow your business
- How to get referrals the easy way
- The smart way to calling referrals – the track

Telephoning

- The telephone – friend or foe
- Mastering telephone communication
- Preparing for the call
- Effective telephoning techniques
- The telephone track
- Overcoming objections on the telephone
- How to eliminate call reluctance

Mastering the Selling Appointment

Strengthening the Relationship

- 3 essentials to building rapport
- Effective listening
- How to create the right first impression
- How to boost your credibility and instill confidence
- Body language and word choice
- The power of mirroring

Creating the Need

- How to make selling just a conversation
- Uncovering the need
- The key factors that converts needs to sales
- How to change the emotional state of your client
- How to get your client to ask you for your products
- Making your offer irresistible

...continued



Your Facilitator

Meiron Lees

Meiron Lees is the Executive Director of InnerCents, and the author of *D-Stress, Building Resilience in Challenging Times*.

Meiron has spent most of his professional career dedicated to strengthening businesses through his unique coaching and training programs. He has developed training, coaching and mentoring programs in the areas of Leadership, Management, Sales, Strategy, Performance Management and Stress Management—incorporating the latest research and leading edge strategies in his training and coaching programs.

Meiron's philosophy for business is that profits cannot be separated from the people that create them. He believes that high performance and loyalty can only be sustained when a deeper purpose is fulfilled.

To date over 3500 executives, partners and managers have attended his programs worldwide. His clients include IBM, Citibank, PwC, Harvey World Travel and Symantec to name a few.

He is a member of the Australian Institute of Training and Development (AITD), the Australian Institute of Management (AIM) and the International Coach Federation (ICF).

Presenting the Solution

- Words of preference
- Features vs. benefits
- The KISS principle
- The 25% rule
- How to simply complicated information
- The one sentence you always need to say

Closing the Sale

- Is closing necessary?
- Buying signals
- Key steps to progressing the sale
- The winning formula to overcome objections
- How to establishing frequent agreements
- Maintaining control and flow

Dos and Don'ts of Selling

- The list

Customer Loyalty Strategies

- The 2 minute call
- Actions that build loyalty and make you unique
- What are touch points and why are they essential
- 5 ways to over deliver
- How to create barriers to entry for your competitors

Sales Ideas from the Experts

- 10 most powerful sales ideas from the experts
- The world best strategies that close bigger deals more frequently
- The sales formula you can depend on

How to Sell in a Downturn

- The changing demands of customers
- What to do differently to attract more customers
- The winning formula to maintain sales success in challenging times
- A sales communication strategy that gets results
- The 3 key factors to building resilience
- The secret ingredient to a compelling sales offer
- The 5 "must do" activities to outsmart the competition

WHO WE ARE

InnerCents is a leading corporate training and coaching company specialising in the areas of Leadership, Sales, and Stress Management.

We synergise people and profitability and we are passionate about enhancing individual effectiveness and the sustainable competitive advantage of Australian organisations.

Our Philosophy

Our belief is that profits cannot be separated from the people who create them.

Our passion is to strengthen organisations by creating opportunities for development.

We support organisations that are committed to achieving outstanding results through constant learning and development.

Our Vision

To be the supplier of choice for training and coaching services to all Australian organisations.

Our Purpose

To transform organisations into creative, inspiring and action-oriented environments where people choose to go to engage and make a difference.

Our Values

Our Company values are:

- Commitment
- Results
- Understanding
- Care
- Partnership
- Open Communication
- Objectivity
- Differentiation

The Way We Work

We customise every program!

We believe that for you to gain the most benefit from our programs they need to be tailor-made to suit YOUR specific organisation and requirements.

EMAIL US FOR MORE INFORMATION:

Click here: info@innercents.com.au

CONTACT US:

To enquire about any of our programs or workshops, please call, email, or write to the details shown below.

InnerCents

Suite 902

Level 9

84 Pitt Street

Sydney NSW 2000

p: +612 9232 8828

e: info@innercents.com.au

w: www.innercents.com.au



InnerCents

DEVELOPING PRODUCTIVE, LOYAL PEOPLE