

Why Buy?

High spots

- Understanding just how powerful your sales offer is and how to communicate it using 'YOU Appeal'[®]
- Trainer coaching and facilitation to increase confidence and bring about instant change
- Creation of 'high' value' questions and the power of 'selling by objectives'
- Winning true customer commitment by professional 'closing'

"Very useful sales training course putting all the theory into context with real life examples so making it relevant to my current job"

"A great course for even experienced sales people. Reinforces all the basic traits and skills - worth revisiting"

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk

PRO-PAYBACK Selling[®]

The only complete sales model to win and retain profitable business

Duration: 3 days Fee: £1350 + VAT

Business and personal benefit

Everything in business depends on effective selling. Increased competition and high customer expectations make it challenging to secure new business and retain existing customers.

PRO-PAYBACK Selling[®] is a step by step guide through the complete sales process; it's the handrail to success based on years of research and experience. It covers each stage of the sales process from organising your time, researching your prospective clients and creating SMART objectives, opening the sales call, asking value driven questions, presenting the benefits to your customers with 'YOU Appeal'[®], to closing the sale and developing the account.

This practical and interactive workshop brings PRO-PAYBACK[®] to life through a unique blend of processes, skills, behaviours and solution selling philosophies – vital ingredients to win, grow and retain clients.

Target audience

Whether you are new to selling or an experienced sales professional with no formal training, this is the ideal programme for you.

Objectives

You will leave the course able to:

- Assess your own selling style and adapt it to suit your customers
- Apply TACK's research into buyers' likes and dislikes when dealing with salespeople
- Apply a proven sales structure and process during every future sales scenario
- Plan your calls professionally
- Sell by setting clear objectives
- Research and target the right prospects and customers to generate the best results
- Gain and retain your customers' attention
- Ask value driven questions to fully understand your customers' needs
- Apply the concept of 'YOU Appeal'[®] ensuring the customer is your focus at all times during the sales process
- Motivate customers by applying TACK's Offer Analysis[®] technique
- Respond to and manage objections confidently and professionally
- Deploy key strategies for winning business and gaining customer commitment
- Keep developing your client relationships for long term and profitable business

Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

Module	Learning points	Outcomes After this module you will...
Selling Styles	<ul style="list-style-type: none"> - The four different Selling Styles and their advantages and disadvantages - Your own natural Selling Style - How and when to adapt your style to achieve best results 	<ul style="list-style-type: none"> - Know your natural selling style - Know when and how to adapt it to suit your customer and the selling situation
TACK's research into customers' attitudes, buying behaviour and likes and dislikes in salespeople	<ul style="list-style-type: none"> - How customers make decisions - How and when they like to communicate with salespeople - What they look for in professional salespeople - What they don't like - TACK's 'YOU – WE – I' selling philosophy 	<ul style="list-style-type: none"> - Create a very professional impression - Behave in a 'customer friendly' way and avoid the pitfalls - Differentiate yourself from competitors
The PRO-PAYBACK® sales process	<ul style="list-style-type: none"> - Why you will sell better with a structured process - How the PRO-PAYBACK® model helps you to plan, prepare and implement each sales call professionally - The 'before, during and after' of each sales call 	<ul style="list-style-type: none"> - Understand the PRO-PAYBACK® sales process - Know how to prepare for each sales call - Have increased confidence and work with a focussed and structured sales approach
Planning	<ul style="list-style-type: none"> - Planning your time - Evaluating opportunities - Establishing priorities 	<ul style="list-style-type: none"> - Prioritise your customers and prospects - Organise yourself and your time - Plan for best sales results
Research	<ul style="list-style-type: none"> - What you need to know about your customers and their markets - How to find the information - How to prepare for a sales conversation 	<ul style="list-style-type: none"> - Be well informed before each customer contact - Know where and how to find the information you need
Objectives	<ul style="list-style-type: none"> - The different types of sales objective - The 'selling by objectives' discipline - The SMART test for your objective setting 	<ul style="list-style-type: none"> - Always have clear objectives for each sales call - Create clear goals and 'milestones' for each of your accounts and prospects

Module	Learning points	Outcomes After this module you will...
Purpose	<ul style="list-style-type: none"> - The value of Purpose Statements - How to create and communicate a clear Purpose Statement 	<ul style="list-style-type: none"> - Agree a clear purpose for each call with your customer - Get each discussion off to a good start
Attention	<ul style="list-style-type: none"> - The importance of focusing (or re-focusing) the customer's attention - Five ways to win attention 	<ul style="list-style-type: none"> - Always be able to create impact and win the customer's attention early on in your meetings - Be able to re-focus attention when necessary
You Investigate	<ul style="list-style-type: none"> - Questioning and listening skills - Different types of questions and their advantages and disadvantages - Fact finding and questioning strategies 	<ul style="list-style-type: none"> - Be able to obtain all the necessary information from customers in a conversational manner - Identify customers' true needs and wants - Combine fact finding with rapport building
Benefits and 'YOU Appeal'[®]	<ul style="list-style-type: none"> - Buying motivators - The key concept of 'YOU Appeal'[®] - TACK's Offer Analysis technique for communicating Features, Benefits and 'YOU Appeal'[®] 	<ul style="list-style-type: none"> - Motivate customers to want to buy from you - Present your total offer in a logical, credible and motivational way - Personalise your proposals to appeal to different people in the customer's company
Answer objections	<ul style="list-style-type: none"> - How to handle difficult customers - Why objections arise - Different types of objection - TACK's professional objection answering technique 	<ul style="list-style-type: none"> - Be confident in managing the five most common types of challenging customers - Use a winning technique for handling any objection positively and creating an opportunity - Be able to respond effectively to the price objection and any competitor comparisons
Commitment and closing	<ul style="list-style-type: none"> - The different objectives that you can win commitment to - How to time the close of your discussion - 'Buying signals' and 'yes responses' - Different methods of closing and when to use them 	<ul style="list-style-type: none"> - Be able to win true customer commitment to your objectives - Know how and when to close in any situation
Keep developing	<ul style="list-style-type: none"> - Different ways to follow up a sales meeting - How and when to make the next contact - Development and retention strategies 	<ul style="list-style-type: none"> - Develop customer loyalty - Maintain customer awareness and a good relationship - Protect the account from competition - Win further business

Why Buy?

Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

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PRO-PAYBACK Selling®

Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
Foundation	PRO-PAYBACK Selling® in Action	
	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
Introducing sales	Appointment Making	Sales for Non-Salespeople

The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

