

# Why Buy?

## High spots

- Identify your customers' true needs and priorities
- Using TACK's Offer Analysis<sup>®</sup> to sell the financial benefits of your value proposition
- Understanding different interpersonal styles and how you need to adapt your communication and objection answering to match each type of customer

*"Excellent. Thoroughly enjoyed this course. Highly relevant to my current job and surely useful in the future. Many thanks."*

*"Great training and trainer."*

## To book or find out more:

**t: 0845 072 0144**

**e: [info@tack.co.uk](mailto:info@tack.co.uk)**



Developing People > Advancing Business

## Solution-Based Selling

Consultative sales skills for experienced sales people

**Duration: 3 days**

**Fee: £1,390 + VAT**

### Business and personal benefit

Businesses don't buy products or services or even people - they buy results. So today's salespeople can only succeed by selling solutions which address their customers' priorities. Starting by clearly identifying priority needs, this course shows sales professionals how to present their offer in terms of its contribution to business goals, how to justify cost and sell Return on Investment (where this is a key decision factor).

Solution selling requires a special mix of skills. Drawing on the results of TACK's regular research into 'buyers' views of salespeople', the training also shows how to avoid some common pitfalls, build strong personal relationships with different customer personalities and sell conversationally and consultatively. 71% of buyers surveyed in our latest survey said they will be looking for new suppliers in the next 12 months – make sure you're on their radar!

### Target audience

Everyone involved in business to business selling will benefit from this programme whether selling commodity products/services or capital investment items. The training addresses head-on the challenges that today's salespeople face in increasing their share of highly competitive markets. It assumes you are already skilled in sales and shows you how to develop your ability to sell in the way your customers want to buy.

### Key learning points

You will leave the course able to:

- Identify your customers' true needs and priorities through consultative selling
- Design and present your solution in a very clear and motivational way and win against tough competition
- Successfully manage relationships with different types of people and respond to their concerns and objections
- Negotiate favourable terms and conditions with procurement
- Achieve 'trusted adviser' status in the eyes of your customers

### Before, during & after your programme

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

- A pre- and de-brief call to establish your goals and assess progress made against them post-training
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive and participative. We believe in learning by doing to make your experience real
- Easy reference 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...
<b>Relationship management adaptability</b>	<ul style="list-style-type: none"> <li>- The importance of building key relationships</li> <li>- The different interpersonal styles</li> <li>- The characteristics of each style</li> </ul>	<ul style="list-style-type: none"> <li>- Know your own personal style and those of your key contacts</li> <li>- Be able to manage relationships with everyone in your account contact base</li> <li>- Adapt your behaviour and create rapport with different personality types</li> </ul>
<b>Investigation and need identification</b>	<ul style="list-style-type: none"> <li>- TACK's powerful questioning model FIND®</li> <li>- Linked, in-depth questioning</li> <li>- Developing mutually beneficial solutions</li> </ul>	<ul style="list-style-type: none"> <li>- Be able to drill down and identify customer needs, concerns and priorities</li> <li>- Construct a powerful value proposition to meet the needs of your accounts</li> <li>- Combine fact finding with relationship building</li> </ul>
<b>Differentiated value propositions</b>	<ul style="list-style-type: none"> <li>- Customer motivation</li> <li>- The key concept of 'YOU Appeal'®</li> <li>- How to compare and communicate your value added differentiators</li> </ul>	<ul style="list-style-type: none"> <li>- Influence and persuade your customers</li> <li>- Present your total offer in a logical, credible and motivational way</li> <li>- Personalise your value proposition to motivate the different decision makers/influencers</li> </ul>
<b>Presenting your value proposition</b>	<ul style="list-style-type: none"> <li>- Creating powerful selling messages</li> <li>- How to communicate with a small, informal group</li> <li>- How to present to a larger group</li> </ul>	<ul style="list-style-type: none"> <li>- Always be able to create impact and leave a positive impression</li> <li>- Differentiate between formal and informal selling situations and approach each professionally</li> </ul>

Module	Learning points	Outcomes After this module you will...
<b>Business finance</b>	<ul style="list-style-type: none"> <li>- The financial structure of companies</li> <li>- How companies achieve ROI and profitability</li> <li>- The key profitability objectives that you need to target</li> </ul>	<ul style="list-style-type: none"> <li>- Relate your offer to your customers ROI and 'bottom line'</li> <li>- Present a persuasive financial case</li> <li>- Answer financially based objections</li> </ul>
<b>Advanced objection handling</b>	<ul style="list-style-type: none"> <li>- Why different objections are raised by different types of people</li> <li>- Objection handling strategies</li> <li>- Matching the strategy to the customer's personality style</li> </ul>	<ul style="list-style-type: none"> <li>- Understand the drivers behind each objection</li> <li>- Develop positive responses to the tougher objections including price and competitor comparison</li> <li>- Use the right technique with the right person</li> </ul>
<b>Negotiation</b>	<ul style="list-style-type: none"> <li>- Key negotiation skills</li> <li>- The professional procurement process</li> <li>- Strategies and tactics used by customers</li> </ul>	<ul style="list-style-type: none"> <li>- Plan and prepare professionally</li> <li>- Understand and allow for professional procurement drivers</li> <li>- Respond positively to tough negotiations</li> </ul>
<b>Delivering the solution</b>	<ul style="list-style-type: none"> <li>- Potential pitfalls of implementation</li> <li>- The customer's viewpoint</li> <li>- Establishing goals and evaluating your company's performance</li> </ul>	<ul style="list-style-type: none"> <li>- Have a format for agreeing key deliverables</li> <li>- Establish a process for reviewing progress</li> <li>- Develop relationships and new opportunities</li> </ul>

# 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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# Solution-Based 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 <b>Solution-Based Selling</b> 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

