

## Effective Selling Strategies

## Good salespeople are not born but developed and nurtured

An important, yet often understated trait of successful business leaders is their ability to sell, confidently guiding a potential customer through the process from interest to purchase.

Organisations today face different challenges than in the past, but the need for effective sales professionals, remains the same. You and your people have the necessary potential to be sales professionals and we will unlock the potential within.

At LMI-UK we believe it is easier to help those already within your business to become better sales people, than it is to recruit sales people with a proven track-record selling for others.

Our programmes deliver new sales skills that will give you and your team the confidence that they are equipped to perform better in the modern, challenging commercial environment.

*Thanks to Leadership Management International-UK's Effective Selling Strategies programme I have become a lot more confident in the sales situation, recognising the importance of my own professional network and how to get more from the contacts I have.*

James Orrick  
Private Equity Administrators



The sales process is the lifeblood of any business and salespeople are the vital connection between products or services and the consumer. People may be aware of your business, but until the salesperson enters the process there is little chance of converting these prospects, into buyers.

Regardless of what your business does, effective salespeople will be able to locate potential customers and by identifying, then defining their needs, help them decide to select your product over those of your competitors.

Effective Selling Strategies is designed to help build skill and confidence in six key areas of the selling process, which when combined, represent a proven, effective sales cycle that can be applied in all sales environments.



The cycle should be followed as a series of sequential steps, that once started will drive the sales process through to a positive outcome – the cycle will naturally repeat itself.

This brochure will explain in more detail how the Effective Selling Strategies programme can help develop you or your team into the sales people your business needs. And remember, it's far cheaper and more effective than recruiting new people.



As a master salesperson, your challenge is to discover what is in the mind of your prospect



## Six steps to effective selling

### Defining your target market

Target marketing focuses on optimising your delivery channel by creating a lucrative niche market. This step shows you how increasing the quality – not quantity – of your activities can help achieve better results.

Target marketing pinpoints a segment of the audience that has high payoff potential, allowing you to maximise time and talent without having to spend large amounts of money on ineffective mass-marketing strategies. This step will also show you how to select a target market that suits your unique talents.

### Approaches that sell

The first personal contact you have with the potential customer is known as the 'approach'. We will show you how to make first contact with a prospect with one goal in mind – to arrange a sales interview.

A sales interview is the defining element in the process of making a sale, and we will show you how to set up an interview under 'favourable conditions' to give yourself the best chance of success. Key factors such as, finding a Class 'A' prospect, allowing yourself time for consultative selling and reasonable privacy will also be explained in this lesson.

### The sales interview

The sales interview is a carefully planned method for communicating a series of ideas that result in a positive response from the potential buyer. We will teach you the value of adopting a pre-planned interview process that can maximise your efficiency during meetings.

We will show you how using a nine-step process can lead your prospect through a series of smaller sales. You will also learn how to angle your sales interview towards the prospect's wants and interests, closing the deal effectively once they show an interest to buy.

### Discovering prime buying motives

All professional businesspeople have their specific place of work – yours is the mind of a potential buyer. In lesson four, you will begin to understand the importance of extracting information from your prospect, and discovering what their key motivations and needs are.

Once you understand the prospect's main buying motive, you can then tailor your sales pitch to explain how your product/service can help. You will also learn the importance of self-knowledge and how understanding your talents and abilities can empower you as a salesperson.

“I would recommend the Leadership Management International-UK approach to personal development as the pace of learning is just right for busy executives.”

James Orrick  
Private Equity Administrators

### How to close sales

The ability to close sales effectively is invaluable to your success as a salesperson. This lesson will teach you the various methods of closing sales, including assumptive close, physical-action close and minor-point close.

Not every closing method will work in every scenario, and this lesson will show you how and when to use each method to ensure smooth closing. You will also learn how to recognise important buying signals from your prospect, so you can seal the deal efficiently without risking losing a potential buyer through over-selling.

### Overcoming stalls and objections

Stalls and objections are natural to any sale and should not be viewed as negative, as they can sometimes pave the way to a closed sale. The final lesson will teach you how to positively deal with a stall, using questions to uncover the real reason behind your prospect's hesitation.

You will understand the difference between stalls and objections, learning that objections often reveal what a potential buyer is thinking, bringing you closer to the deal closing stage. You will finally learn a six-step strategy to countering prospect objections, helping to close the deal quicker.

## Results orientated



We help people develop their true potential. Our programmes change the long-term behaviours and attitudes of individuals to deliver lasting results – they are not a short-term fix. By completing one of our programmes, we guarantee you will think, behave and act differently.

Selling is a skill like any other and everything we teach you will lead to increased sales, which will increase your confidence and make you even better at selling what you do.

## Take your time



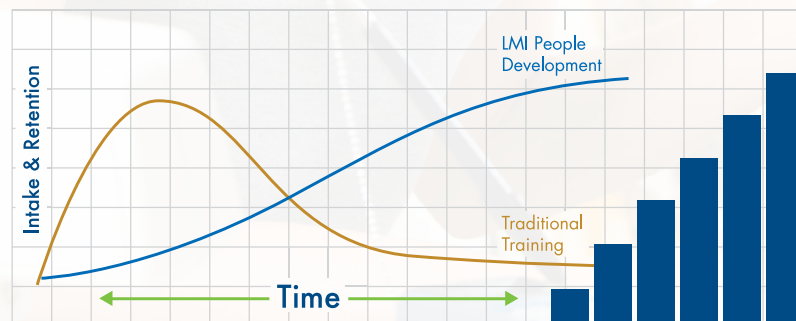
We believe becoming a better sales professional is a journey best completed slowly and methodically, not by picking tips out of a book or sitting through an afternoon workshop.

Our programmes deliver learning over a sustained period of time, ensuring each participant achieves measurable results and a quantifiable return on investment.

## Spaced repetition



To help increase information retention the LMI programmes have used spaced repetition for over 50 years. Any ideas that are not immediately understood will become clearer with each revision of the lesson material and the need to hand write your actions.



## Multi-sensory learning



Our programmes are designed to appeal to more than just one of your senses, promoting improved learning and greater information retention. Reading and writing based revision is supported by audio files of the same lessons, improving and enhancing the total learning experience.

## Coaching and facilitation



There is huge benefit in the regular coaching sessions, with our experienced facilitators ready to lead discussions and review written action steps to measure progress against stated goals of the individual.

Coaching sessions are a good opportunity for participants to raise the challenges they face at work, which helps the programme facilitator better understand the context of how selling strategies can be tailored to the unique requirements of the individual.

## Process Management and Feedback



Our programmes are designed for the real world, so each lesson closes with an Application and Action section, designed to stimulate discussion and gain personal insights from you and other participants.

Our Plan of Action will help you turn learnings into real-world actions, as you start transforming yourself into a better sales person, who can exceed targets, not just reach them.

Throughout the programme, we will constantly assess your progress and ensure you understand what we are trying to achieve. The programme will end with a final graduation presentation, given by the participant.

## Next Steps



We believe everyone has the ability to sell; it just needs to be nurtured. Now is the time to invest in your future and ensure you and your business are ready for the challenges ahead.

# The Total Leader®

Once you have mastered the sales process, think how the modern business needs total leaders, ready to rise to the challenge of an increasingly competitive commercial environment. This is why we have developed our Total Leader concept.

Our innovative yet proven development process will enhance your potential. It will help nurture the hidden talent within you to ensure you become the leader your organisation needs today and tomorrow.

We address four critical areas of your development, all of which must be mastered if you are to become a total leader.

## Effective Personal Leadership

Personal motivation and self-image are absolutely critical to your performance, determining the way you respond and ultimately lead others; it is the core of an individual's character.

Our training is designed to help you realise your personal leadership potential by building upon your existing strengths and improving how you see yourself.

You will learn to put past conditioning behind you, making more successful choices by moving forward and increasing self-motivation through simple changes to attitudes, behaviours and habits.

## Effective Personal Productivity

Personal productivity is the foundation of all effective leadership roles and a basic aspect of human nature, yet many people still lack the direction and determination needed to achieve desired results.

Through our development process, you will proactively begin to develop

goals as a way of self-motivating yourself to achieve more – increasing your workplace productivity, whilst communicating more effectively.

You will also learn to cope with interruptions and distractions, becoming a team player who thrives in a learning environment.

## Effective Motivational Leadership

The natural ability to lead and motivate others is rare, and for most will need to be developed and enhanced with new skills.

We'll teach you and your team what it takes to become an effective motivational leader and develop and communicate a vision for the future.

The programme will show you how to build winning teams that can evolve with the business, promoting growth and advancement, whilst establishing an organisation of leaders.

## Effective Strategic Leadership

Organisations are constantly looking for individuals to develop the purpose of the business, helping to identify their key strategies, while streamlining existing processes to increase the profit margins for the company.

Our programme will help you clarify your strategic purpose, the very reason you exist and complete a comprehensive strategic assessment to recognise where you stand now.

You will also learn to create a strategic development plan and implement your strategic execution with a renewed focus and energy.

