



The Solution Selling Programme

After the major economic crash in 2008, companies were in extremely difficult circumstances. They needed sales people to sell in hugely deflated markets.

Surprisingly for some members of sales teams their numbers never dropped.
Who were they and what were they doing?

They are the Challenger sales person.

The world is rapidly traveling away from transaction selling and towards solution selling.
This is the world of the Challenger sales person, who is outperforming the norm by a threefold factor.

About the Programme

This highly interactive programme is designed to promote improved focus and engagement by the sales executives: helping them re-fresh their approach to their relationship with their clients and in how they look to sell.

They will also gain great personal insights into how to be more effective in sales situations through undertaking the DiSC online assessment followed by a review of their individual report during the Understanding your Personality sessions.

Testimonial

"The course was well designed, paced, and visually appealing to hold everyone's attention, with some great and informative quotations and explanations. You encouraged interaction early on and the break-out sessions not being too full on in terms of presentation helped that greatly.

I'm hoping it will motivate all to change or to be aware of their approach to selling and allow them to trial and cement some of the new techniques and tools you identified. I thought that perhaps the Talent insight session may throw up some skeptics, but the buy in after receiving their results and the enthusiasm and some new found confidence in the room was evident and amazing. We have identified areas where it will greatly help us conducting not only team meeting but communication and one to one's going forward."

John Hayes, Field Sales Manager, Allegro Limited



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Learning Outcomes

Surprisingly for some members of sales teams their By the end of the Solution Selling programme, participants will:

1. Understand the migration by customers globally from products and services to Solutions: "It's not what you sell, it's how you sell it."
2. Recognise the challenges that solution selling presents and how to address them
3. Become more aware of the impact of personal perceptions and beliefs on the outcome as opposed to the situation you find yourself in
4. Appreciate the fact that: "You cannot, not communicate." How to manage your constant communication to your best advantage
5. Learn the key disciplines of Solution Selling:
 - Teach for Differentiation – supporting your customers in solving their problems
 - Tailor for Resonance – bringing your customers to your solutions for them
 - Take Control – of self and the situation

Programme Structure

In Solution Selling the Challenger Sales Executive excels. Participants will get apply the different elements of effective challenger selling as outlined below:

