

CREATIVE SELLING and PRO-ACTIVE STRATEGIES

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Sales Professionals Selling Products/Services of Corporate, Industrial, Consumer, Maintenance, Shipping, HoReCa, Logistics and People involved in Creative Selling

M2M Skill ONE

Top TEN Qualities of a Successful Sales Professional

M2M Skill TWO

Customer Key Decision Influencer Worksheet – Focus SALES TIME on Right PIC!

M2M Skill THREE

Sales Professional Selling Style – Right Customer and Right Outcome!

M2M Skill FOUR

NEVER Say NO – Six Steps in Handling Customer Objections!

M2M Skill FIVE

Selling with High Margin – Emotional Costs, Hidden Costs, Future Business!

M2M Skill SIX

Sales Action Plan Implementation – Achieve Targets Because ONLY Results Matters!

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog **dayone**)

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Sales Professional is one who Focus on Results and Avoid Blaming the Product, the Company or Lack of Promotion Support. A Sales Achiever can become a Sales Person in 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with their Success and then followed by Irrelevance and Painful Career Decline!

Thus, Focus on Results is a Very Powerful Philosophy for SALES SUCCESS as it requires us to just THINK of HOW to Achieve Sales Targets!



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CREATIVE SELLING and PRO-ACTIVE STRATEGIES

A Customer Obsession – Every Customer Wants to Buy, Just Give Them a Reason To!

PART A CREATIVE SELLING and PRO-ACTIVE STRATEGIES

1. **A Customer Obsession** – Change your Mindset to Focus on Sales Results and Innovate your Selling Skills!
2. **Creative Selling and Pro-Active Strategies** – RIGHT Customer, Attitude, Selling Style and Plans!

PART B SALES PROFESSIONAL COMMITMENT to CHANGE

1. **RIGHT SALES ATTITUDE – NEVER GIVE UP, NEVER SAY DIE**
 - A. **Sales Professional Self-Motivation** – Set Clear Goals, Embrace Failure, Obsession for Results!
 - B. **Getting your FIRST ‘Kill’** – Customer Potential, Value (A/B/C) and Order Cycle (DO NOT WASTE TIME)
 - C. **M2M Skill ONE** – Top TEN Qualities of a Successful Sales Professional
2. **CUSTOMER KEY DECISION INFLUENCERS (KDI)**
 - A. **Know your Customer Intimately** – Job Title, Years of Service, Degree of Influence and ‘Decision Politics’
 - B. **Identify Decision Influencers** – Gatekeeper, Initiator, Influencer, Decision Maker, Buyer and User
 - C. **M2M Skill TWO** – Customer Key Decision Influencer Worksheet – Focus SALES TIME on Right PIC!

PART C SALES ‘OUTCOME’ MATTERS – BE RESULT DRIVEN

3. **CUSTOMER BUYING BEHAVIOUR – YOUR WINNING STYLE**
 - A. **FOUR Customer Buying Behaviour** – Emotional, Factual, Participative and Rational Style!
 - B. **Earn Customer Confidence and Trust** – Confidence, Understanding, Listening and Delivering!
 - C. **M2M Skill THREE** – Sales Professional Selling Style – Right Customer and Right Outcome!
4. **WIN OVER ‘DIFFICULT’ CUSTOMERS**
 - A. **‘Everyone Wants to Buy’** – Future Business, Best Value, Trust and Confidence, Relationship!
 - B. **Winning Customer Over Everytime** – Be Agreeable and Compliment, Compliment and Compliment!
 - C. **M2M Skill FOUR – NEVER Say NO** – Six Steps in Handling Customer Objections!

PART D PRO-ACTIVE STRATEGIES and IMPLEMENTATION

5. **CUSTOMER COST DOWN/DISCOUNT PRESSURE**
 - A. **Manage Customer Pricing Pressure** – Annual, Quarterly, Monthly and Project Price Pressure
 - B. **Creative Thinking Strategies** – Create Sales Value to Right KDI, Right Time and Persuasion!
 - C. **M2M Skill FIVE – Selling with High Margin** – Emotional Costs, Hidden Costs, Future Business!
6. **PRACTICAL SALES ACTION PLAN**
 - A. **Pro-Active Sales Strategies** – Increase Selling Time, High Value/Margin Orders, Right KDI, etc.
 - B. **Sales Action Plan Implementation** – Strategies, Action Tasks, Deadlines and Resources!
 - C. **M2M Skill SIX – Sales Action Plan Implementation** – Achieve Targets Because ONLY Results Matters!