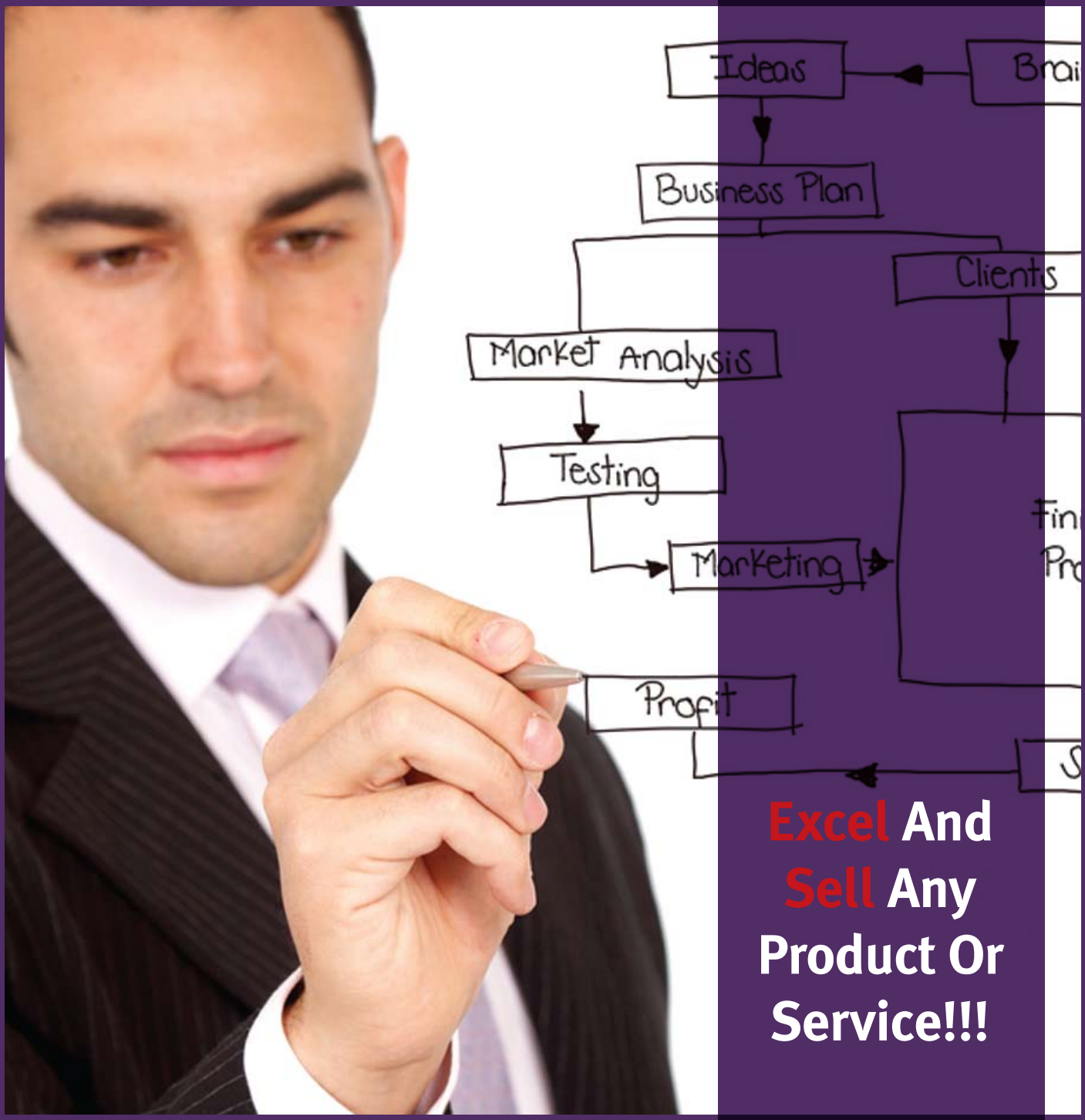

Excel And Sell Any Product Or Service!!!

STRATEGIC SELLING

BEIRUT ACADEMY FOR TRAVEL SCIENCES

أكاديمية بيروت للعلوم السياحية

Customers want to buy from someone who cares about their needs. Obtaining new customers and retaining present ones are the main challenges of salespeople. The latter must use the sale process in a strategic sequence: from planning, prospecting and the approach, to closing and follow up of customers through service for life!

CONCISE CONTENT

- Selling versus marketing concepts
- Why a sales career?
- What does a professional salesperson do?
- Difficulty index of different sales Jobs
- The Selling Personality
- Success in relationship selling

- Traditional selling versus relationship selling
- Transaction, relationship and partnering with customers
- Business contact approaches
- Salesperson relationship strategy
- Referral, strategic and associate partners
- Sales relationship triangle
- Sales flexing behaviors for different communication styles
- Verbal and visual sales support
- Active sales listening

- Select sales strategies
- The structure of a typical sales meeting
- Customer relationship selling process

- Prospecting
  - Open, disarm and reason telephone tactics
  - Sales leads/prospects funnel
  - "MAN" Prospecting
  - Prospecting methods that work
  - The prospect's five mental steps in buying

- Presentation

  - The structure of sales presentations
  - Sales Presentation Mix
  - The five client needs
  - Recognition of needs
  - The Right Questions/Spin Model
  - "LOCATE" uncovering important needs
  - "NASA" Needs and solutions acceptance
  - The SELL Sequence
    - Show feature
    - Explain advantage
    - Lead into Benefit
    - Listen
  - Features/Benefits
    - Trial closes
    - Demonstrations and proofs
    - Bridging sales statements
    - Confirmed benefit selling
  - Technical, functional and emotional features/ benefits
  - Sales promotion versus advertising

- Beyond objections: techniques to answer customers' concerns
- Closing the sale based on different situations