

Academy of Training

Solution Selling for Technical Professionals

Overview

In today's challenging and competitive business environment, it has become increasingly important that we capitalise on opportunities to develop and grow our business, be it from existing or new customers. In the process of delivering one solution to meet a customer's needs, opportunities to provide additional services may arise which also will be of significant benefit to both the supplier and the customer.

Technical Professionals, often the face of the company and trusted advisors to clients, are in a unique position to uncover and respond to these opportunities, However, while very skilled technically, they may not always possess the particular skills required to uncover needs and sell additional services or solutions which would be beneficial to both the company and customers alike.

One such skill set is Solution Selling, being a sales methodology under which the focus is on customers' particular needs or problems and solutions are provided to meet those needs, rather than simply promoting an existing product or service.

Objective

The objective of this two-day programme is to assist Technical Professionals in developing all the key skills required for successful Solution Selling, underpinned by the building and maintaining of positive long-term customer relationships.

Content

Topics covered in the workshop include:

Solution Selling and the Technical Professional

- Solution selling – an overview
- The unique position of Technical Professionals to sell solutions
- Applying Habits of Highly Effective People to Solution Selling
- Being proactive, beginning with the end in mind, thinking win-win.

Solution Selling Strategies

- Becoming a Trusted Advisor – the key attributes
- Presenting yourself and your company's services successfully
- Building and cultivating positive relationships with key personnel
- Understanding customer needs, business climate and buying constraints
- Uncovering opportunities to add value
- Providing options linked to key drivers of decision-makers
- Using rational decision-making techniques to support solutions
- Responding to RFP's and RFI's.

Interpersonal Skills for Solution Selling

- Recognising and working with different personalities and social styles
- Roadblocks in communication and how to avoid them
- Getting your message across persuasively – words and actions
- Listening, questioning and fact finding skills
- Handling opposition and objections
- Negotiation skills for successful Solution Selling.

Resultants Benefits

On completion of the workshop, Technical Professionals will understand the process of Solution Selling and the unique position they hold to capitalise on new business opportunities. They also will have developed all the key skills for successful Solution Selling and the building of effective long term customer relationships essential for business and sales success.

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