

SELLING VALUE

More Selling, Less Negotiating

Program Modules:

1. Introduction, Planning & Objective Setting
2. Understanding Customer Needs
3. Questioning and Listening
4. Features & Benefits
5. Building the Commercial Story
6. Overcoming Objections & Closing
7. Selling with Passion

Advantages

A self paced online eLearning program developed with Foodservice experts and using industry relevant examples.

Perfect as a learning journey for new sales professionals or as a skill top up for more experienced sales executives.

Created and hosted on modern eLearning platforms and fully supported by business coaches and/or tutors.

Online Course Overview

The focus on selling VALUE not price. The content is aimed at meeting the needs of the diverse range of Foodservice Sales Professionals by using targeted exercises. E.g. a variety of examples including selling ingredients and capital sales are included.

Each module is between 30 - 60 minutes to complete, but doesn't need to be completed in one session. The program is supported by downloadable guides and templates.

The program is designed to be standalone, however some clients may wish to include a number of tutoring sessions or even short webinars for their teams. This can be particularly useful where you have new starters over a period of months. A webinar workshop can be held when all the delegates have completed the unit and can be used to test understanding and or provide additional coaching.

Each module has a short quiz to test understanding and there is full tracking available for managers or HR professionals.

Technical Requirements

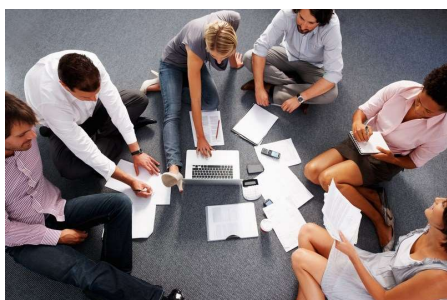
Internet connection with access to sound. Compatible with Chrome, Edge browsers and available for tablet download with Moodle application install.



Role Play Videos



Online Experiences



Our Style: We Prefer An Informal And Collegiate Atmosphere

NEXTGEN
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SELLING VALUE

1. Introduction, Planning the Sale and Objective Setting

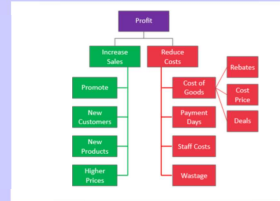
The first module defines the process and some of the key language and tools used throughout the program. It introduces the balance model and explains the need to balance; relationships, processes and skills. The SMART model is used for objective setting.



Setting SMART Objectives

2. Understanding Customer Needs

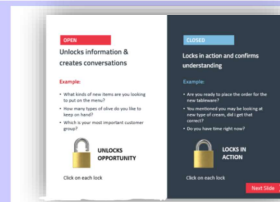
A discussion on what "Customer Needs" means and a framework for developing a better understanding of them. An in depth dive into what customers usually value while emphasizing that all situations are different and the important in clearly establishing what needs you are going to sell to, before you begin your pitch.



Customer Needs Toolkit

3. Questioning and Listening

To really get to the heart of your customer's commercial and personal needs, you need to have great discussions. We demonstrate how effective questioning and active listening can really assist in building that needs picture and also in building relationships. We cover all the usual components and introduce effective funneling.



Open vs. Closed



Funneling

4. Features and Benefits

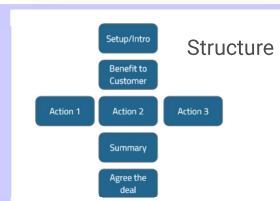
Such a simple concept yet 9/10 sales executives get them very mixed up when put under pressure. We ensure that the team understands the difference and why it is so important to focus on benefits (and advantages) rather than the list of features.



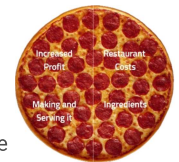
Downloadable Features and Benefits Planner

5. Building the Commercial Story

With the benefits clearly established, it's time to put the sell into a well constructed package. We emphasize the use of a simple format to help sell effectively. This technique encourages the team to put the value to the customer up front and expedite the discussion towards the value being delivered.



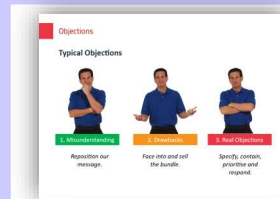
Structure



Value

6. Overcoming Objections and Closing

Simple techniques for closing out the sale and asking for the order. Also included is an in-depth look at the differences between "real" objections and those used as a tactic. How to manage misunderstanding and getting the deal back on track are discussed.



Techniques for each type of objection

7. Selling with Passion

This brings together all the previous modules and contains many tips for effective presenting. Stand out from the crowd and understand your "presence" and the impact that has on a sales process. There are examples that demonstrate how different styles and choice of content can dramatically enhance you selling



From body language, to choice of words improve the impact and cut through of your sell

Certification

Each module will provide the opportunity to gain a completion certificate through completing quizzes and upon completion of the full course a full completion certificate will be issued by the FSSA