Miller Heiman Group™

PROFESSIONAL SELLING SKILLS®

Professional Selling Skills® reflects the skills used by world-class sales professionals to help customers succeed, including understanding customer needs and consistently developing solutions that deliver results. A research-based program, *Professional Selling Skills®* teaches customer interaction skills that enable participants to lead mutually beneficial sales conversations with customers—even those who are indifferent or express concerns.

Reinforcement and Coaching Components Support Sales Success

Building on the selling skills and strategies that have benefited more than three million sales professionals around the world, the *Professional Selling Skills®* 2-day classroom experience is supported by added components that ensure mastery of the skills.

Professional Selling Skills® includes easy-to-use online reinforcement tools and a coaching component for sales managers to help participants effectively and consistently apply the skills that improve sales performance.

Research-Based Content Drives Expertise

Professional Selling Skills® is based on extensive and ongoing research into the skills salespeople need to excel in their increasingly challenging and complex role. A recent MHI Research Institute study highlighted the critical role the skills in this program play in developing world-class salespeople—those who excel at quota achievement, new business development, and existing account growth.

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Program Highlights and Outcomes

In the program, salespeople develop the face-to-face selling skills needed to promote an open exchange of information and reach mutually beneficial sales agreements.

In the **Collaborative Techniques** section, participants learn conversational skills to engage customers, develop rapport and improve listening.

This section helps participants to:

- Listen effectively and demonstrate to customers that they are listening.
- Acknowledge the customer's thoughts throughout the sales call to show respect and empathy.
- Use transitioning skills to set context and position questions and topics.
- Confirm understanding and demonstrate interest.
- Ensure they and the customer are aligned by frequently "checking" with the customer.

In the **Open** section, participants learn how to effectively open calls in a customer-focused manner.

This section helps participants to:

- Work with customers to define what will be covered or accomplished during the call.
- Identify mutually beneficial customer commitments and use them to plan future interactions.
- Build rapport at the beginning of a sales call and move smoothly from rapport building to business discussion.
- Encourage customers to express concerns and hesitations directly; address the resistance and get customer to agree to continue the conversation.

In the **Discover** section, participants learn how to use effective questions to gather information and build a clear, complete, mutual understanding of a customer's needs.

This section helps participants to:

- Facilitate an open exchange of information.
- Uncover the circumstances driving the customer's need, as well as the need behind the need.
- Use confirming questions to ensure understanding and build trust; strike a balance between open and closed probes.

In the **Resolve Indifference** section, participants will learn to create awareness of unrealized needs with customers who express indifference.

This section helps participants to:

- Use a four-step discover strategy to identify opportunities and confirm needs; recognize when it makes sense to discontinue a sales process due to legitimate indifference from the customer

In the **Satisfy** section, participants will examine how to provide information that helps the customer make an informed buying decision.

This section helps participants to:

- Explore the best time—and the most powerful and persuasive way—to talk about their offering and organization.
- Describe how relevant features will benefit the customer, based on the customer's specific needs.
- Acknowledge each need accurately before introducing features and benefits.
- Be aware of the sometimes negative consequences of introducing their offering prematurely.

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In the **Resolve Concerns** section, participants will learn to recognize, differentiate, and resolve the three main types of customer concerns: skepticism, misunderstandings, and drawbacks.

This section helps participants to:

- Ask useful questions to understand a customer's concern before addressing it
- Overcome a customer's skepticism by offering relevant proof
- Clear up misunderstandings by providing accurate information
- Overcome drawbacks by emphasizing benefits relevant to the customer

In the **Close** section, participants learn to recognize when a customer is prepared to move ahead in the sales cycle.

This section helps participants to:

- Practice a three-step process for securing customer commitment
- Focus on attaining the best reasonable commitment based on what has transpired during the sales call

Professional Selling Skills® incorporates a guided discovery learning design that involves a range of activities geared toward effective adult learning.

Activities include:

- Review and discussion of key concepts to acquire skills
- Audio models that illustrate the use of the critical sales call skills
- Extensive use of a practical tool, the Sales Call Planner, to help prepare the call strategy
- Sessions in which participants practice and evaluate skills in complete sales conversations
- Fun and competitive team challenges to further understanding of skills
- Small group and team exercises to hone skill use and understanding
- Technology-enabled interactive activities, to enhance the learning experience

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Benefits of Using Professional Selling Skills®

Salespeople will:

- Build their ability to engage customers fully during sales calls
- Gain the critical skills to develop solid business relationships while improving sales performance
- Improve their selling ability and become world-class sales professionals
- Acquire critical skills efficiently through learner-focused activities

Customers will profit from:

- Lasting relationships with salespeople who understand their business reality
- Products that address their specific organizational and personal needs
- Buying decisions that are based on fact, not high-pressure sales tactics

Organizations will experience:

- Increased success in winning new business and building customer loyalty
- Decreased costs by helping salespeople better judge account potential and use selling time more efficiently
- A common language for your sales team that leads to improved communication and teamwork
- Reduced turnover by providing salespeople with direction, support, and professional development

Program Specifications

Audience: New or experienced sales professionals, sales managers, and marketing and support staff

Session Length: 2-day classroom workshop

Certification Length: 3 days

Instruction: MHI Global Training Performance Consultant or your own MHI Global-certified facilitator

About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.

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