



Mercuri International

ESSENTIAL SELLING SKILLS



PROGRAM OVERVIEW

Mercuri International ESSENTIAL SELLING SKILLS

This is a program to brush up the salesperson's essential selling skills, which are always the basis of any successful sales conversation. Following this path, the participants can discover all the steps of the sales process and gain useful insights on how to apply relevant selling techniques.

AUDIENCE

All sales professionals who want to improve their sales performance.

DURATION

Digital content: **4 hours 30 min**

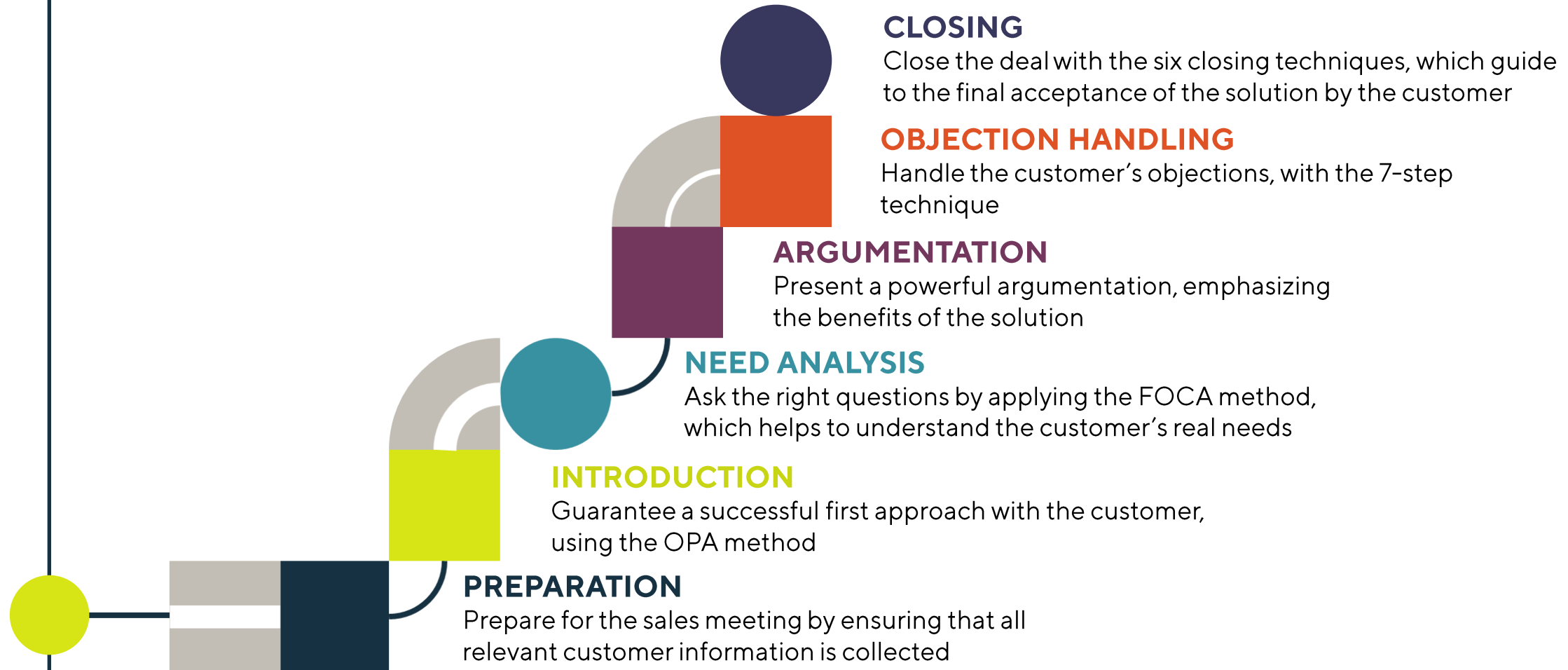
DELIVERY FORMAT

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with a sales representative and their coach. Videos, exercises, questionnaires, downloadable documents, gamified scenarios and open forums to connect with the community. All material is supported on laptops, tablets and smartphones.



PROGRAM OVERVIEW



CONTENT OVERVIEW

1

INTRODUCTION TO THE DAPA SALES METHOD

- What does selling mean?
- What is DAPA?

2

PREPARATION

- How to collect information
- How to connect with the customer
- Define the target of the meeting
- How to structure the meeting

3

APPROACH

- How to approach the customer
- What is OPA?

4

DEFINING YOUR CUSTOMER'S NEEDS

- Defining needs
- Understanding your customer's needs
- Discover customer's needs with the DA-PA question bank
- Need discovery action tips

5

ARGUMENTATION

- Argumentation analysis
- Presenting the solution
- Using argumentation effectively
- Presenting the price
- Plan your argumentation
- Argumentation action tips

6

HANDLING OBJECTIONS

- How to handle objections
- More about handling objections
- Preparing to deal with objections
- Handling objections action tips

7

CLOSING THE DEAL

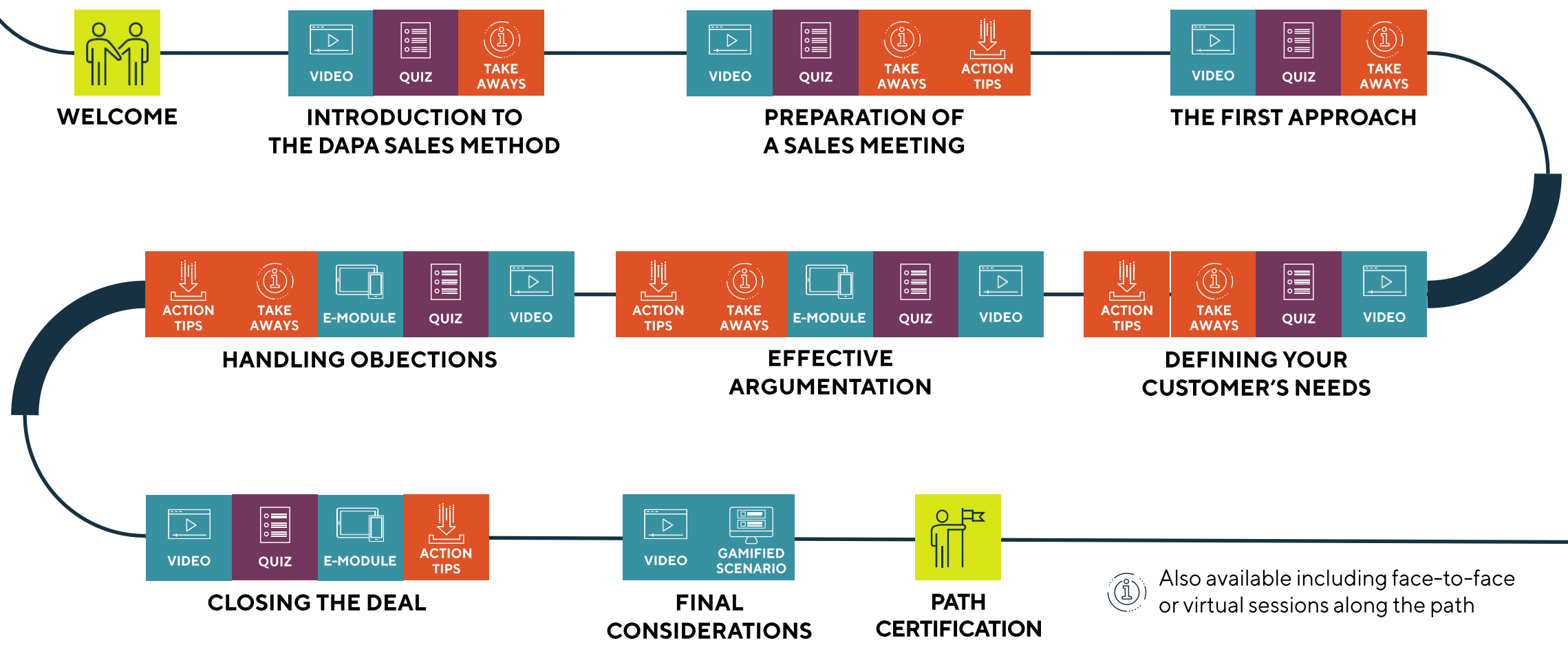
- Identify the buying signals and close the deal at the right time
- Apply the closing techniques
- Deal with final resistance and obtain a yes


8

FINAL CONSIDERATIONS

- Time to practice with a gamified scenario

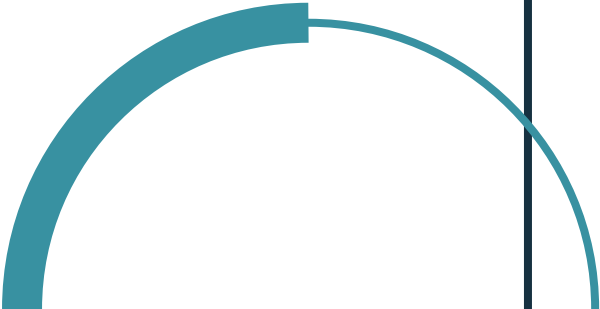
LEARNING PATH



 Also available including face-to-face or virtual sessions along the path



CONTENT DESCRIPTION



STEP 1: INTRODUCTION TO THE DAPA SALES METHOD

What is DAPA?

Effective selling requires a structure to successfully influence customers to buy. In this step, the participants discover how to apply the DAPA sales method, that helps salespeople improve customer commitment and make customers come to their own conclusions and decisions in the sales process.

- D** Definitions of the customer's requirements for your product or service
- A** Acceptance of the requirements by the customer
- P** Proof that your solution can fulfil the customer's requirements
- A** Acceptance of the solution by the customer



STEP 2: PREPARATION OF A SALES MEETING

Preparation is key

One important key to success is self-confidence. An important key to self-confidence is preparation. It's necessary that salespeople prepare themselves in advance to make sure they ask the right questions. How?

Here the participants learn how to fully prepare for a sales meeting, by:

- Collecting information
- Analyzing the relationship
- Setting a target for the meeting
- Structuring the approach



STEP 3: THE FIRST APPROACH

Make the first meeting successful

The first contact with the customer is extremely important.

Here the participants discover how to:

- Be proactive and take the lead in order to get the most out of the meeting
- Present the objectives as benefits for the customer and make sure that both the parts involved have the same time frame
- Make the customer confident that it's worth spending time on a first initial meeting with the salesperson



STEP 4: DEFINING YOUR CUSTOMER'S NEEDS

How to move forward after the first initial meeting

To find out the customer's current situation and emerging needs, the salesperson must ask the right questions with the right attitude.

Here the participants learn how to:

- Formulate questions to understand the customer's situation in depth, using a structured technique called FOCA
- Apply a funnel technique, to ensure they get all the information they need to proceed



STEP 5: EFFECTIVE ARGUMENTATION

Convince the customer of the effectiveness of a solution

This is the moment to convince the customer of the effectiveness of a presented solution. It should be clear to the customer how the salesperson is meeting the customer's requirements.

Here the participants discover how to:

- Capture the customer's attention
- Present a solution in relation to the customer's needs in a powerful way
- Formulate an effective argumentation, which helps the salesperson reach the customer's goal, so that they choose this solution instead of the competitors' ones



STEP 6: HANDLING OBJECTIONS

A key stage in the sales process

It's unusual not to receive an objection at some stage of a sales meeting.

Here the participants discover how to:

- Deeply understand the customer's objections and what they reveal
- Handle the customer's objections, thanks to the 7-Step technique



STEP 7: CLOSING THE DEAL

Closing a deal – beginning of a relationship

Pressure is at its peak and stakes are high. Here the participants discover how to successfully close a deal.

More specifically they learn how to:

- Apply the 6 techniques that guide salespeople through the final, yet difficult, finishing steps of the sales process
- Speed up the customer's decision
- Close at the right time



STEP 8 & 9: FINAL CONSIDERATIONS & TIME TO PRACTICE

Test your essential selling skills

At the end of the program the participants can recap all the main topics covered in the entire course and have the opportunity to apply what they've learnt.

More specifically they:

- Access a recap video that sums up relevant takeaways
- Practice with an interactive scenario-based module





Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

