

High Performance Selling Techniques

This course will improve your career prospects, contribute to your personal development and keep you current and relevant in your industry.



Course Information

Course Name	High Performance Selling Techniques
Course Designer	IMM Graduate School
Course Category	Marketing and Advertising
Course Duration	6 weeks
Cost of Course	R5 500 including VAT
Course Delivery	Online Short Course

Course Overview

Every course is broken down into bite-size chunks – manageable modules that will help you assimilate and apply your knowledge in record time. Our courses are pointed for the current market, simple and sharp like the tip of an HB pencil. You'll be able to study online from anywhere in the world, in your own space, at your own pace, guided by our industry experts. With our practical and business-relevant material, you'll be given hands-on tools to help you deal with real-world scenarios.

This course consists of:

- 16 leading edge sales topics with videos and recorded lectures, slides, booklets and quizzes
- **Lifetime access to a free online sales toolkit**
- Templates and best practice tools
- Tried and tested selling techniques and tips on working smarter, not harder



High Performance Selling Techniques	
Who Should Attend?	<ul style="list-style-type: none"> • Those that are working in sales and want to improve their on-the-job selling skills and move their performance up a notch. • Those that want to become a respected, competitive salesperson in a high-performance selling environment. • Those wishing to set themselves up as a future candidate for a future sales management role
Course Description	<ul style="list-style-type: none"> • There is only so much time in a day. Self-management is therefore an important skill, which in a sales context includes setting objectives and using resources successfully. Add to that the setting of goals which provide direction to the salesperson. • Critical skills involve the ability to locate individuals and organisations that have the money, authority, and the desire to purchase the company's products and services. Since people tend to do business with the people they know, another useful skill is that of building a network of people from which to prospect and gain referrals. • There are some best practices that you will learn in this course to improve your chances for getting referrals as well as some modern sales techniques such as using LinkedIn to connect directly with and gather information on companies and prospects, as well as develop relationships with decision makers directly. • Once you master your prospecting skills, you will move on to methods you can use to get your prospect to participate in your presentation. Handling objections is one of the biggest challenges that salespeople face. • Ironically however, prospects who present objections are the ones that are more easily sold on your product. By the end of this course you will welcome objections and will be able to answer them to the prospect's satisfaction. • You will also learn how to read a prospect's buying signals during the selling cycle, how to ensure a lasting customer relationship is formed and actions you can take to win back a customer.

<p>Course Description</p>	<ul style="list-style-type: none"> • Once you have applied the practical skills you have been armed with; you will no doubt have your eyes on a management position. • That’s why in the last module we have included content on how to make your transition from salesperson to sales manager and what you will need to know when you do.
<p>Professional Recognition</p>	<p>Certificate of Successful Completion - On completion of your short course, you’ll be awarded a certificate that’s approved by the IMM Graduate School and our respective partners, recognising the skills and key competencies you’ve developed along the way. This certificate can be used to document your commitment to continuing professional development in your personal portfolio (including your LinkedIn profile or CV), or to provide evidence to employers or other professional bodies of your achievement. Moreover, you’ll be better equipped to face workplace challenges, enhance your professional performance and, thereby, boost your career.</p>
<p>Course Content</p>	
<p>Course Modules</p>	<p>Week 1 - Module 1</p> <p>Time, territory and prospecting planning</p> <p>Topic 1 - Time, territory and self-management</p> <ul style="list-style-type: none"> • Forming your sales territory • Sales quotas • Account and territory analysis • Set objectives and customer quotas • Customer sales planning • Scheduling and routing • Evaluate territory and customers <p>Topic 2 – Prospecting in action: Part 1</p> <ul style="list-style-type: none"> • Where to find prospects • Prospecting methods <p>Topic 3 – Prospecting in action: Part 2</p> <ul style="list-style-type: none"> • Prospecting guidelines • The referral cycle

Course Modules

Topic 4 – Prospecting using technology

- LinkedIn for sales prospecting
- The age of the customer
- Information is power
- Sales prospecting techniques on LinkedIn
- Tips from LinkedIn
- LinkedIn sales prospecting tool

Week 2 - Module 2

Presentations, objection handling and closing in action

Topic 1 - Elements of a great presentation: part 1

- Purpose of the presentation
- Essential steps within the presentation
- The sales presentation mix
- Logical reasoning and persuasion through suggestion
- Persuasion through suggestion
- Make the presentation fun
- Personalising the relationship and building trust
- Body language, control and dialogue in presentations
- Using simile, metaphor, analogy and parables when presenting

Topic 2 – Elements of a great presentation: part 2

- Participation as a successful element to success
- Proof statements to build believability
- The visual presentation
- Dramatisation improves your chances
- Demonstrations prove your concepts
- Reasons and guidelines for visual aids, dramatics and demonstrations
- The presentation goal model
- Handling interruptions

<p>Course Modules</p>	<p>Topic 3 – Practical techniques for meeting objections</p> <ul style="list-style-type: none"> • Addressing objections with the dodge technique • Addressing objections with the pass-up technique • Addressing objections with the rephrase technique • Addressing objections with the postpone technique • Addressing objections with the boomerang technique • Addressing objections with the smoke out/ask questions technique • Addressing objections with the direct denial technique • Addressing objections with the indirect denial technique • Addressing objections with the compensation/counterbalance technique • Addressing objections with the 3rd party answers technique <p>Topic 4 – Practical approaches to selling</p> <ul style="list-style-type: none"> • Close when the prospect is ready • Read buying signals • What makes a good closer • How many times to close • Closing under fire • Difficulties with closing • Essentials of closing sales • Closing techniques • The multi-close sequence <p>Week 3 - Module 3</p> <p>Service and follow-up for customer retention</p> <p>Topic 1 - The importance of service and follow-up</p> <ul style="list-style-type: none"> • Steps to consider when following-up • Service can keep the customer • Post-purchase dissonance • Following up when there is no commitment • Following up on Internet leads
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<p>Course Modules</p>	<p>Topic 2 – Customer retention</p> <ul style="list-style-type: none"> • Keeping the customer by building long-term relationships • Relationship marketing and customer retention • Why customers leave businesses • Ways to keep customers for life • What to do when losing a customer <p>Topic 3 – Turning follow-up and service into sales</p> <ul style="list-style-type: none"> • The product and its service component • Customer satisfaction and retention • How service increases sales • Account penetration • Service will retain customers <p>Topic 4 – Handling returns and complaints fairly</p> <ul style="list-style-type: none"> • The art of suffering losses professionally • The importance of handling complaints fairly • Is the customer always right? • Handling dishonest customers • Developing your professional reputation • The seven deadly sins of business selling • Do’s and don’ts for business salespeople • The path to sales success: seek, knock, ask and serve <p>Week 4 - Module 4</p> <p>Managing and leading a sales force</p> <p>Topic 1 - Moving from salesperson to sales manager</p> <ul style="list-style-type: none"> • The role of the sales manager • Transition from salesperson to sales manager • The seven phases of post-promotion • Problems new managers experience • The key to a successful transition
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<p>Course Modules</p>	<p>Topic 2 – Functions of sale management</p> <ul style="list-style-type: none"> • Sales management functions • Sales forecasting • The sales managers budget • Organising the sales force • Recruiting for sales • People planning • Employment planning <p>Topic 3 – Sales force training</p> <ul style="list-style-type: none"> • Purposes of training • Training methods • Where does training happen? • When does training happen? • Who is involved in training? <p>Topic 4 - Introduction to motivation, compensation, leadership and evaluation of salespeople</p> <ul style="list-style-type: none"> • Motivating the sales force • Compensation is more than money • Leadership is important to success • Selecting a leadership style • On the job coaching • Performance evaluations
<p>Career Opportunities</p>	<p>Are you the best salesperson you can be? Are you getting the best results from your sales efforts? The solution to any sales problem is to improve your practical skills and the way to do this is through obtaining the best training. Some people have innate abilities that make them good at sales, but the best salespeople have spent years honing their skills. This course leverages best practice and provides you with a sound understanding of practical selling skills using tried and tested methods.</p>

	<p>This course sets you up to build on your existing sales knowledge and develop practical skills:</p> <ul style="list-style-type: none"> • Improve your on-the-job selling skills • Becoming a respected, high performance salesperson • Position yourself as a candidate for a sales management role
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About the Team

<p>Your Success Team</p>	<p>Petri Gilbert Head Tutor <i>Training Specialist (Management, Sales, Presentation Skills, Service Excellence, Soft Skills), Motivational Speaker</i></p>  <p>While you study this course, you will be supported by your head tutor Petri Gilbert, an industry leader and trainer extraordinaire. Petri will be your 'go-to' person, facilitating online discussions with your fellow students in your group, as well as, being available for individual queries and help if you need it. He'll also be the one carefully marking your assignments. For any content- or course-related questions, you can contact Petri on: petrig@imm.co.za</p> <p>Petri in a Nutshell</p> <p>Petri is an extraordinarily gifted public speaker and training facilitator. He inspires, is creative & through his unique training method, can simplify the most complex topic. His energy, enthusiasm and sense of humour is admirable as he makes every session a unique learning experience. Petri is the go-to-guy whether it is for Training, Workshop Development, Soft Skills and Management Training or as a Conference Speaker. His success is reflected in the client feedback which constantly averages 92-100%. Petri is an accredited Constituent Assessor and facilitator with Service Seta. His client-list, among others include PSG Konsult, Kwelanga Training, Peniel Conferencing & Management, Mindspa Institute, Peer Group, The Foschini Group and Spectacle World. Petri is a licensed Social Style specialist and practitioner. He also specialises in Professional Selling Skills, Presentation Skills and Management Training.</p>
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<p>Your Success Team</p>	<p>Christa Kavungo Course Administrator <i>Academic Liaison Expert</i></p>  <p>As your Course Administrator, Christa Kavungo is the one who connects the dots and connects people. If you have any admin-related questions or concerns, she's the one in the know who will be able to assist you. You can email her on shortcourses@immsc.co.za or call 011 628 2000.</p> <p>Christa in a Nutshell: Think of Christa as a professional liaison, bringing people and processes together. With a wealth of experience in academic sales, support and administration, she's passionate about making sure things run smoothly for a business, particularly in the field of education.</p> <p>Although she's an administration pro, her super skills go far beyond that... Christa thrives on keeping open channels of communication with students, as well as, professionals that collaborate to provide student services. She's well-versed in sales, advising, counselling, supporting and consulting and has recently completed her BPhil Honours in Marketing Management.</p>
<p>How to Register</p>	<p>We've made registering for our professional short courses as easy as can be. Simply visit the IMM Graduate School website (www.imm.ac.za) and click on the Professional Short Courses button which will take you to our dedicated short course platform and register there. Click on the Register button and fill out the registration form, fast-tracking the sign-up process when you've decided on the short courses you'll be taking.</p> <p>To sign up for any course, just click on the Add to Basket or Buy Now button, and when you've finished selecting your courses, proceed to make payment online. Once you've completed your payment, we'll send you all the information you need outlining the way forward. Your course/s will be ready for access and commencement once payment or part payment has been made, launching you into your career-boosting adventure.</p>

Payment Details

All short courses through the IMM Graduate School are to be paid via the website using the **PayFast** payment facility. **PayFast** is an easy, secure and instant payments processing service, offering you a variety of payment options making it more affordable for you to make this worthwhile investment in your future career.

To make sure we're all on the same page, we'd just like to highlight the fine print of the short course payment terms for you.

Here's the nitty-gritty:

- All fees stated in the official website are inclusive of VAT.
- Fees are fixed for each short course cycle, however, the IMM Graduate School reserves the right to change fees on a subsequent cycle without notice.
- In order to commence the short course, a student must pay a minimum of 60% of the fee prior to the course commencement date.
- The balance of the fee is payable within four (4) weeks after the course commencement date.
- In the event that the balance is not paid, the student will not be allowed to access the balance of the modules to complete the short course.

We know that life can sometimes throw curveballs at us, so we do have a cancellation policy should you enrol and need to backpedal due to unforeseen circumstances. Here are the details of our cancellation policy – please read them carefully:

- Students who have paid the minimum of 60% by commencement date will be granted a 75% refund of monies paid if the course is cancelled prior to the commencement date.
- Students who have paid the minimum of 60% by commencement date will be granted a 50% refund of monies paid if the course is cancelled prior to the four (4) week cycle post the commencement date.
- Any cancellation requests after the four (4) week cycle post the commencement date will not result in any refund of money whatsoever.

Cancellations and subsequent refunds will only be considered if it is as a direct result of:

- Death

Payment Details	<ul style="list-style-type: none">➤ Temporary/Permanent disability➤ Dread disease➤ Force majeure <p>IMM Graduate School reserves the right to request information that supports the reason for cancellation.</p> <p>And that's it! It was a mouthful wasn't it, but very necessary to ensure a smooth, worthwhile and enjoyable learning experience all round.</p>
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