

## Smarter Selling®

Duration: 2 days

### Overview:

New Horizons' 'Smarter Selling' program is based on the best-selling book Smarter Selling by Keith Dugdale and David Lambert. This book is available at Dymocks, or complimentary to all New Horizons' Smarter Selling course attendees. The program helps you to develop strategies to differentiate your sales approach from your competitors, through behavioural flexibility and value-laden questioning. It also assists salespeople and professionals move from the more common social, technical and ad-hoc sales relationships to strong partner relationships. This creates greater revenue possibilities. The tactics and strategies learned will help remove the pressure that is often felt from both sides in the sales process. This makes the process more enjoyable for both the seller and buyer.

### Target Audience:

This course is a must for anyone in a sales or business development position that has ongoing or repeat customer/clients. It is extremely beneficial for professional people who provide expertise or technical advice but also who need to attract new business, such as Accountants, Lawyers, Architects and Engineers.

### Pre-requisites:

You will need to fill out an Octagon™ Assessment to identify your behaviours in specific sales processes. Participants are also encouraged to come with some problem-clients in mind. If a person is new to the field of sales or business development then cases will be provided.

### The Octagon™ sales behaviour tool

- Understanding your own behaviour in sales situations
- How to read the buyers behaviour
- Matching the buyers' behaviours

### Types of relationship:

- The different types of relationship you can have with your buyers
- What your current relationships are like
- Improving the relationship with your buyers

### Opening meetings to give a positive impression:

- The importance on control
- Getting confidence through structure
- Opening meetings by explaining the value to the buyer

### Different buyers:

- The different types of organisational buyer
- The different types of individual buyer
- Your balance of buyer types
- Changing the types of buyer, you deal with

### Questioning to engage:

- Surface questions to get facts
- Hunt questions to get facts
- Adjust questions to get permission or confirmation
- Paint questions to get desired outcomes
- Engage questions to get next steps

### Co-developing the solution with your buyer:

- What is co-development
- How to co-develop a solution with your buyer

### Engaging buyers at different levels:

- The different levels of conversation and why they are important
- How to engage your buyer at different levels of conversation

### Communicating between meetings:

- What needs to be communicated between meetings
- How to keep the relationship going between meetings by using documentation

### Action Planning: