

CLIENT ACQUISITION IN FINANCIAL SERVICES™

SALES FOR NON-SALESPEOPLE

Business Challenge

In the business-to-business selling environment, more and more buying organizations are looking to hear from subject matter experts in the sales process. Often these professionals have never been in a selling role, and have actually avoided direct selling situations. But selling more complex solutions means that everyone attached to the solution's value must be able to initiate and sustain client contact. Knowing how to sell is a great ability to have, a true career builder and one that is commanding respect within companies.

The Focus

Sales for Non Salespeople™ develops the critical attitudes, skills, and tactics for engaging customers in a defined sales process. From prospecting to close, participants are provided proven techniques to initiate contact and advance business development conversations – all within their current persona. Participants will learn how to use preparation to give them greater confidence and to shape messaging the increases their likelihood of success in sales pursuits. All examples are real world and plenty of time is provided for practice, coaching and reflection. The program also addresses audiences that collaborate as part of a larger selling or account team.

Key Content

- Mastering the art of networking and asking for referrals
- Anticipating ways to create unique value, deliver usable information and share professional insight
- Opening prospecting calls, ensuring positive first impressions, and transitioning outbound calls to face-to-face meetings
- Developing an “elevator pitch” and conversation framework
- Exploring needs and playing back customer feedback to collectively shape “solutions”
- Collaborating and interacting with sales and other subject matter experts.
- Closing more business through a “relationship review” process that makes it easy for prospects to say “yes”
- Reinforcing key content and addressing live sales challenges

Outcomes

By participating in **Sales for Non Salespeople™** participants will learn to:

- Follow a sales process that lays out what to do and when.
- Craft a story that's meaningful and different
- Respond credibly to questions and objections
- Advance sales situations by persuading through engagement
- Arrive at a point to make intelligent recommendations
- Foster future business by delivering flawlessly and demonstrating value in the relationship ongoing



WHO WILL BENEFIT

Sales for Non Salespeople™ is for those with increasing business development responsibility and/or larger roles within larger account teams.

DELIVERY

Delivered in 1-day format with 90 days of live sales coaching post-program to address actual pipeline opportunities.

ABOUT

Founded in 1999, Bill Walton Sales Training is a Sales and Value Creation training company dedicated to helping Financial Services firms mean more to their clients. The firm blends sales training, value proposition tools, and live opportunity coaching to help teams achieve results their clients can measure and feel. Based in Princeton, NJ, Bill Walton Sales Training serves clients in the Fortune 500.