Sales Management

Unit Nine: Selling Strategies

Course Layout and Overview

► Ten units

  ► Unit One: The Importance of the Sales Function

  ► Unit Two: Prospecting and Qualifying

  ► Unit Three: The Pre-Approach

  ► Unit Four: The Approach

  ► Unit Five: The Presentation and Demonstration

  ► Unit Six: Handling Objections

  ► Unit Seven: Closing the Sale

  ► Unit Eight: Follow-up

  ► **Unit Nine: Selling Strategies**

  ► Unit Ten: Selling Yourself

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Unit Nine Learning Outcomes

- ► Analyze the concept of consultative selling
- ► Apply the SPIN Model of selling
- ► Compare and contrast the four social styles of customers
- ► Adapt sales strategies to the four different customer types

Why are Learning Outcomes Important?

► Every learning outcome ties back to course materials and content.

► Assessments are tied to each learning outcome.

► Test preparation

Unit Nine Overview Topics

- ► Consultative selling
- ► The SPIN Model
- ► The four social styles of customers
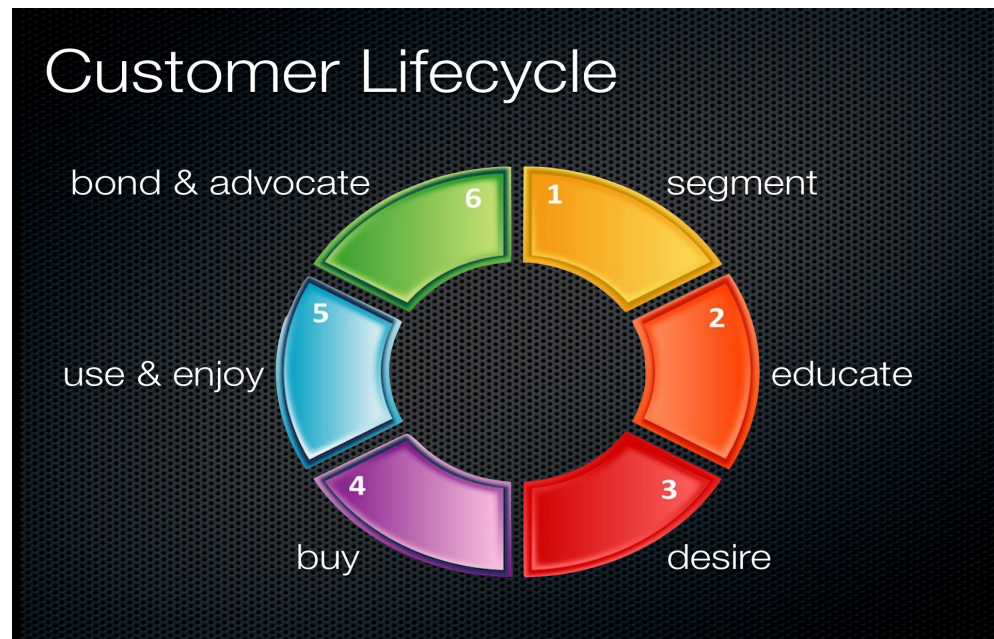- ► Four different customer types

Selling Strategies Vocabulary

- ➢ Adaptive selling
- ➢ Amiable social style
- ➢ Analytical social style
- ➢ Consultative selling
- ➢ Driver social style
- ➢ Expressive social style
- ➢ Social styles

Customer Lifecycle

Customer Lifecycle

- bond & advocate — 6
- segment — 1
- educate — 2
- desire — 3
- buy — 4
- use & enjoy — 5

Consultative Selling

- Great way to build a customer relationship
- Demonstrate your expertise
- Become more of an advisor

Applying the SPIN Model

- SPIN Model stand for
  - Situation
  - Problem
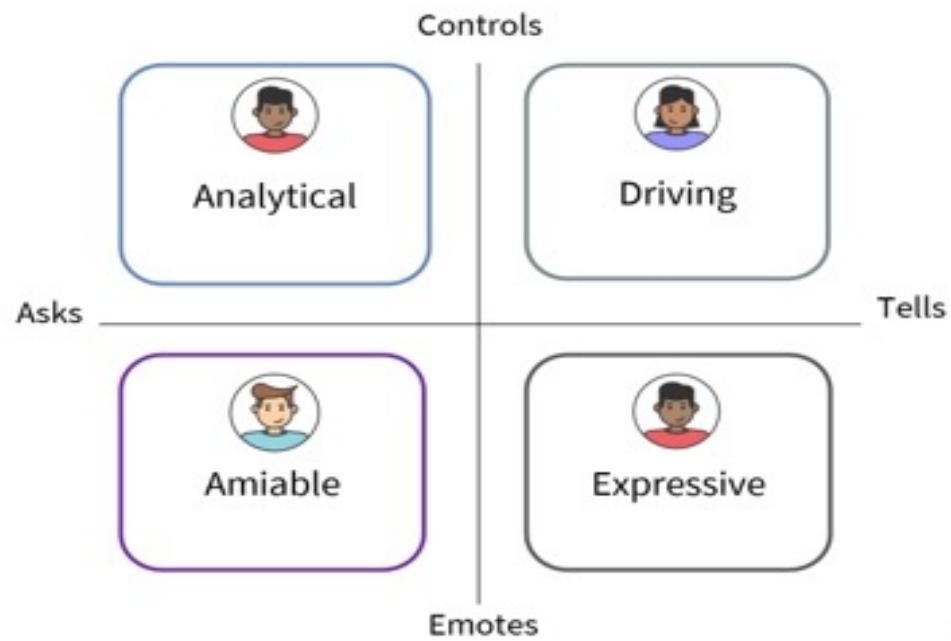 - Implication
  - Need-payoff (SPIN)

The Four Social Styles of Customers

- The four customer social styles
  - Amiable
  - Expressive
  - Analytical
  - Driver

Customer Social Styles

Controls

Analytical	Driving

Asks ——————————————— Tells

Amiable	Expressive

Emotes

Adaptive Selling

- Adaptive selling
- Tailor your presentation
- Adapt sales tactics
- Remain open and flexible

Conclusion

► Unit Nine Learning Outcomes
  ► Analyze the concept of consultative selling
  ► Apply the SPIN Model of selling
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  ► Adapt sales strategies to the four different customer types

What's Next?

Unit Ten: Selling Yourself