THE SALES EDGE

LMA — Leadership & Performance Development

✓ **Increase Sales Revenue**

✓ **Increase Market Share**

THE OUTCOMES

Developed to apply at ALL levels of sales experience, The Sales Edge course challenges Participants to further develop their skills, their attitudes and their edge, to achieve even greater results.

This course is designed to assist sales professionals:

- Increase their sales revenue
- Increase their market share
- Improve skills in generating leads and identifying new customers and market opportunities
- Enhance their presentation skills
- Improve effectiveness in handling objections and overcoming stalls
- Increase their ability to develop successful on-going customer relationships
- Improve their self-management to become highly productive sales professionals
- Develop greater confidence and positive expectancy
- Achieve BSB40615 Certificate IV in Business Sales upon successful completion of all assessment activities

OVERVIEW MEETING

- Course and Competency Overview
- Mentor and Participant Review
- Draft Win-Win Agreement Goals
- Success Concept
- Feedback Online Process (FBOL)
- Application

MODULE 01
ACCEPTING THE CHALLENGE

- The Importance of Professional Selling
- Developing The Sales Edge
- Professional Selling as a Career
- The Total Person® Concept
- Characteristics of Successful Salespeople
- Preparing for Improved Sales Performance

MODULE 02
KNOWING YOUR CUSTOMERS AND YOUR MARKET

- Increasing Sales
- The True Value of Customers
- Determining Your Overall Market
- Determining Your USP
- Developing Your Potential
- Selecting a Target Market

MODULE 03
FINDING QUALITY PROSPECTS

- Identifying Your Best Prospects
- Methods of Prospecting
- Prospecting Through Referral and Strategic Alliance
- What Level of Relationship is Required?
- Who Within the Organisation Influences the Buying Decision?
- Obstacles to Professional Referral Prospecting

MODULE 04
DEVELOPING EFFECTIVE APPROACHES

- Planning Your Approach
- Clarifying Your Objective
- Select the Most Appropriate Approach Method
- Secure the Appointment
- Consolidate the Appointment
- Preparing for Telephone Calls
- Leaving Messages
- The Communication Cycle

MODULE 05
IMPROVING COMMUNICATION TO INCREASE PERFORMANCE

- Planning Your Message
- Involving and Engaging Others
- Effective Questioning Techniques for Sales Interviews
- Listening for the Total Message

MODULE 06
PLANNING SUCCESSFUL SALES PRESENTATIONS

- Focus on the Prospect's Self-interest
- Why have a Planned Interview Process?
- Developing Your Interview and Presentation Process
- The Rapport Stage
- The Discovery Stage
- The Solution Stage
- The Action Stage

MODULE 07
TURNING OBJECTIONS INTO SALES

- Understanding the Most Common Types of Objections
- Understanding Less Common Types of Objections
- Handling Objections
- Handling the Price Objection
- Other Methods for Handling Objections
- The Importance of Attitude

MODULE 08
THE KEYS TO CLOSING SALES

- Introduction
- Recognising Buying Signals
- Nine Emotional Keys to Successful Closing
- Understanding the Nature of Stalls
- Handling Stalls
- Making the Most of Each Sales Opportunity
- The Power of Positive Expectancy

MODULE 09

MID COURSE REVIEW WORKSHOP

Review of Progress to Date

- Learning
- Win-Win Agreements

Preparation for Mid-Course Review Discussion

Possible Win-Win Agreement Goals for Second Half of the Course

MODULE 10

EXTENDING THE CHALLENGE

Sharpening your Sales Edge

The Dynamics of Customer Relationships

Identifying Customer Value

Understanding what Determines Good Customer Relationships

Sharpening Your Sales Edge Through Personal Leadership

MODULE 11

BUILDING PROFITABLE ONGOING CUSTOMER RELATIONSHIPS THROUGH EXCEPTIONAL CUSTOMER SERVICE

The Importance of Customer Service

Universal Customer Needs

Seven Ways to Increase Your Sales Through Personalised Customer Service

Evaluating Customer Satisfaction and Experience

The Power of Service Level Agreements

Dealing with Complaints

Sharpening Your Sales Edge Through The Power of Enthusiasm

MODULE 12

THE POWER OF SALES INTELLIGENCE

The Importance of Sales Intelligence

Types of Sales Intelligence

Sharpening Your Sales Edge By Developing Your Speaking and Presentation Skills

Preparing your Presentation

Delivering your Presentation

MODULE 13

SECURING AND DEVELOPING KEY ACCOUNTS

Key Account Development Process

What Influences Buyers

The Results-Win Theory

Buyer Response Modes

Types of Buyers

Sharpen Your Sales Edge Through Embracing The Pure Joy Of Work

MODULE 14

EFFECTIVELY IMPLEMENTING MANAGING YOUR SALES PROCESS

Understanding the Cascading Commitment Concept

Measuring and Monitoring your Sales Process

Building Relationships

Sharpening your Sales Edge by Improving your Negotiation Skills

MODULE 15

THE ONGOING CHALLENGES OF THE TRUE SALES PROFESSIONAL

Continuous Professional Development

Set Goals for High Achievement in All Areas of your Life

Characteristics of High Achievers

GRADUATION

Project Presentations

Review of Goal Achievements

Awarding of Course Completion Certificates

REFOCUS WORKSHOP

An opportunity for the Participant to reaffirm strategies and evaluate ongoing learning and changes

Report on progress and outcomes of implementation of Participant's Key Account Development Plan

Report on progress and outcomes of implementation of Participant's Sales Plan

Review progress of Professional Development Plan

ESSENTIAL ELEMENTS OF THE PROCESS:

Leadership Management Australia (LMA) delivers a process that provides skill and competency development whilst positively impacting the attitudes and behaviours of Participants.

Empowered people.
Better results.

ESSENTIAL ELEMENTS OF THE PROCESS:

- Specific workplace goals for competency development and performance improvement are established in consultation between the Participant and their manager(s)
- A person from within the client organisation is appointed as the Manager/Mentor for the Participant
- Individual support from the LMA Facilitator/Coach guides the Participant's "on the job" application of the learning to the accomplishment of the goals
- Comprehensive resource material including Manuals (including Digital version), Audio files and Plans of Action are provided to the Participant. This enables multi-sensory learning and easy review
- Participants and Manager/Mentors meet to identify measurable results and Return on Investment in Mid and Post Course Review Discussions

- Competency development is enhanced through experiential learning activities and case studies
- Modules are facilitated in an interactive workshop environment
- LMA's unique Feedback Online process provides real time assessment of progress
- Regular communication between the LMA Facilitator/Coach with the Participant and their Manager/Mentor
- Participants present key results and a summary of course accomplishments at a special Graduation Meeting
- Measurement of the Return On Investment achieved by each Participant is provided back to their manager(s)

UNITS OF COMPETENCY:

Successful completion of these units qualifies Participants to achieve BSB40615 Certificate IV in Business Sales

CODE	TITLE
BSBCMM401	Make a Presentation
BSBCUS402	Address Customer Needs
BSBWHS401	Implement and Monitor WHS Policies, Procedures and Programs To Meet Legislative Requirements
BSBPRO401	Develop Product Knowledge
BSBREL401	Establish Networks
BSBREL402	Build Client Relationships and Business Networks
BSBSLS407	Identify and Plan Sales Prospects
BSBSLS408	Present, Secure and Support Sales Solutions
BSBSLS501	Develop a Sales Plan
BSBWOR404	Develop Work Priorities

NATIONALLY RECOGNISED TRAINING

Expected course duration: 40 weeks

BSB40615 Status on National Register: Current