

Selling Skills for Technical Talent Workshop Topics

Unit One: Why Technical Talent Sells

- Selling Professionally Is Not Evil!—Influencing with Integrity vs. Manipulating for Personal Gain
- You Are Not Alone—The New Expectations of Technical Talent
TOOL: Alexander Research Highlights
- Exercise: When Technical People Sell Appropriately—What’s the Value to the Customer, the Company, and You

Unit Two: Your Role in Helping Sell New Business

- The Evolution of the Role of Technical Talent
TOOL: The Technical Talent Continuum
- The Six Business Development Roles of Technical Talent
- Exercise: Determining Which Selling Role Is Most Appropriate for You and Your Organization
TOOL: The Business Development Continuum
- Exercise: Defining the Helping Factors and Hindering Factors to Helping You Help Your Organization Sell More
TOOL: Force Field Analysis

Unit Three: It’s All About Trust

- Exercise: What’s the Value If Customers Trusted You More?
- Building Customers for Life
- Exercise: What Trusted Advisors Do that Others Don’t Do
TOOL: Alexander Research Highlights
- Exercise: Generating Faster Trust
TOOL: The Six Trust Builders
- Exercise: Assessing Your Customer Trust
TOOL: The Trusted Advisor Assessment

Unit Four: Building Business Acumen

- Translating How Your Technical Know-How and Organization Capabilities Can Positively Impact Your Customers’ Business.
- Exercise: Potential Ways to Increase Your Business Acumen
- Exercise: Personal Action Planning to Build Your Business Acumen

Unit Five: The What and Why of How Buyers Buy

- Exercise: Business Issues and Personal Needs
- The Value Teeter-Totter
- Exercise: Dealing Differently with Different Types of Customers
TOOL: The Three Types of Buyer Personalities and How To Deal With Them

Unit Six: Core Relationship Skills

- Exercise: Barriers to Listening
- Exercise: Tips to Active Listening
- The Power of Probes and When and How to Use Them
- Exercise: Qualifying Potential Business
TOOL: The 4 I's Probing Strategy
- Relating Your Value to Customer Issues and Needs
- Exercise: Creating Feature-Benefit Profiles for Key Offerings
TOOL: Feature-Benefit Profile
- Dealing Effectively with Resistance
- Exercise: Practicing Dealing with the Most Common Objections
TOOL: Managing Customer Resistance Template
- Three Types of Commitment Strategies
Exercise: Gaining Commitment

Unit Seven: The Steps to Selling Success

- Exercise: Preparing and Planning for the Selling Conversation
- Exercise: Practicing High-Potential Scenarios
TOOL: Selling Checklist

Applying What's Been Learned

- Exercise: Understanding the Barriers to Using What's Been Learned
- Exercise: Determining Low-Hanging Fruit and How to Implement Easily
TOOL: Personal Action Plan

Attendees Also Receive:

- Signed copy of *S-Business: Reinventing the Services Organization*
- Personal phone follow-up coaching session
- All training materials (hard and soft copy)

Each Additional Participant is Only \$795! Save \$200!

For more information or to register:

On the web: www.alexanderstrategists.com/sellingskills
By phone: 239-283-7400
Via email: info@alexanderstrategists.com