



# High Trust Selling

*A step-by-step guide to clinching the deal.*

## PROGRAMME FRAMEWORK

### Who should attend?

The material is appropriate for anyone at any level in an organisation (new or experienced), whether managing a large or small company.

### Details

**Duration:** 1 -3 days

**Date:**

**Time:**

**Venue:** TBA

### Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management, Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



## Introduction

From the 'meet & greet' phase to the post-interaction phase, this programme will expose potent tips in building trust with prospective Customers.

Using the simple yet powerful **CUSP® Selling Technique**, you will learn to *guide your prospects through a high-trust and low-tension experience ... a win-win technique or mindset of 'selling' that puts the customer before your 'sale'*.

**The most important aspect of the above CUSP selling model is:** you cannot move-to-close until you have built the Customer's Trust, removed tension by showing genuine interest in solving their Uncovered Problems, then formulate appropriate Solutions, enabling the final Proposal & close. If you do the first three steps well, customers will be dying for you to **Propose** to them. Research has shown that 80% of customers want to be closed at the *right* time, however only 50% of sales people attempt the close.

### Programme Topics will be covered in three Phases:

#### 1. Pre-Interaction Phase

- Prospecting to fill the Sales Pipeline/Funnel
- Workshop top 10 Prospecting Key Success Factors in order of priority
- Drawing up various Prospect/Network Lists
- Characteristics of top Salespeople
- Personality Profiling & Body Language
- Understanding your FABs (Features, Advantages, Benefits)

#### 2. Interaction Phase:

- CUSP® Selling Technique
- Closing the deal
- Objection Handling Role-play (4-distinct steps)
- Brief Negotiations Skills (Harvard Business School method)

#### 3. Post-interaction Phase

- Servicing is 'selling' (Key Account Management)
- Research Questions
- Customer Care Tips

To expose the effectiveness of this training intervention, a pre-programme audit (25 questions) will be completed which will be compared with the post-programme audit.

Contact : Ian Rheeder