

Selling Strategies That Work



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Course description

Customer expectations and customer service in Canada and the USA are unique. The best product and the best price is only part of the North American's decision to buy. Transactional selling is a thing of the past and the strategic sell is the key to success in the North American market. Exceptional customer service, close customer relationships, and creative problem solving is demanded by the North American customer. The successful business person in this market must develop an ability to listen, understand, communicate, surpass expectations, and influence people. In the intensely competitive North American economy business people must perfect and leverage these skills to create 'customers for life'.

Topics covered:

- Verbal and non-verbal communication, listening skills and customer service with the NA interpretation
- Understand your customers; what they need, what they want
- The complex sell and Customer Relationship Management
- Objection handling and dealing with a difficult customer
- How to close the deal
- Selling yourself to Canadian or America companies; resumes, e-Portfolios and the behavioral based interview process

Workshop Structure

The classes will run as follows:

- a) I will start each morning and afternoon session with a lecture describing the theories and principles on each of the below topics.
- b) In workshop we will then bring those concepts to life by applying them to a case, putting them into action.
- c) After the in-class application you will apply the same theories to the business case you and your team have selected (see below).

Workshop Plan

	Topic	Lecture Content	Activity
Day 1	North American Customer Service Culture	Orientation Research –Zhang and Wursten/Hofsted North American customer expectations	Background to NCC case that we will be addressing in-class after the lectures
	Trust/Value/Problem Solving	Building Trust and Sales Ethics	Cabot Business Stationery Case and Role Play NCC Case building trust.
Day 2	Understanding the Customer	B2B and B2C selling process	NCC Case - Tom Peters
	Communication skills	Verbal, non-verbal listening Communication Styles	NCC Case on Communication
Day 3	Target market What do they look like, what do they care about.	Planning the Sales Call with your customer in mind	Features/Benefits in-class exercise Case application
	Benefit Statements/Probing Skills	Sales Dialogue: Creating and Communication Value	Class case discussion on your company: what objections or road block might students expect from each customer group
Day 4	Objection Handling Sales Barriers Handling difficult customers	Addressing Concerns and Earning Commitment	NCC Case - Customer Relationships
	Closing The Deal Follow-up	Chapter 9	NCC Case- Customer Objections
Day 5	Group presentations Selling yourself	Pitch us your product/Service and see if we "Buy"	Present the sales pitch and handle objections from the class. Look at different e-portfolios and discuss what could be in theirs. Create the shell of their e-portfolio ready to be populated with work