How To Sell

enabling rapid desk growth

Overview

Recruitment is all about sales. Yet client sales is so much more than just "hitting the phones". As well as winning new clients, there's a requirement to sell into existing accounts, to develop and deepen client relationships and to raise positive awareness in your chosen market. Across six interactive virtual training sessions delivered via Zoom, spread over six weeks, we help consultants to maximise their results whilst minimising business interruption.

Part One – The Plan

In this first session we establish the importance of strategic sales planning and provide practical and effective ways of creating a focused, motivational and commercially viable sales plan. Additionally, we introduce a number of mindset principles that will enable recruiters to think better, clearer and quicker than the competition.

- Powerful thinking tools
- Vison, goals, strategy and tactics
- Building your strategy
- Efficiency v effectiveness
- Marketplace segmentation – analytical tools to use

Part Two – Marketing

There have never been more ways of reaching out to the market to raise awareness, heighten perception and generate leads than there are right now. In this module, we look at how to market yourself effectively and to ensure that every communication carries potential interest and value to the other party. We'll consider how to best market yourself with the intention of creating meaningful client conversations.

- The recruiter as marketer
- Marketing v sales – sales funnels and why they don't work
- Ideal customer profiles
- Routes to market
- Outreach campaigns
- Composing messages
- Monitoring and testing

Part Three – Understanding Client Needs

If you're going to sell anything to anyone, you need to understand what it is they're looking for. In this module, we focus on questioning technique and types of need. More fundamentally, we encourage delegates to think from a buyer's perspective to drive genuine empathy which in turn allows for better messaging, marketing and sales.

- Becoming consultative
- Understanding your value
- The buying process
- Questioning to understand client drivers
- Using needs to drive outreach
- Listening skills

Part Four – Sales Skills

Identifying customer needs accurately is critical but unless you have the skills to sell against that need you'll still fail. In this module, we'll look at how to sell against the client's motivations, manage their objections as well as how to close for commitment.

- Call structure
- Discovery calls v sales calls v cold calls
- Impactful introductions
- Discovery questions
- Demonstrating your value
- Managing objections
- Closing

Part Five – Building Relationships

Sales technique is important but ultimately we are selling to people and people are emotional. There have been many attempts to explain, interpret and develop this subtle sales methodology and so in this session we will explore some of the more highly regarded of these concepts. Starting with NLP and Emotional intelligence we will then focus on DISC theory to develop a truly adaptive style.

- Emotional selling
- The place of NLP & Emotional Intelligence in Sales
- DISC methodology
- Understanding our style & appreciating others
- Tailoring our approach
- Tone of voice

Part Six –Developing Existing Accounts

In this module we will look at targeting revenue growth within existing clients. We will define different types of existing accounts, look at our performance within these accounts and in particular identify revenue gaps that can be exploited. Having done this we will put together a range of actions and approaches that we can adopt to win this business.

- Different types of accounts – defining a key account
- Climbing the client perception ladder
- Working actively rather than passively
- Discovering opportunities
- Identifying decision makers & understanding internal politics
- Mapping and networking
- Building a key account development plan

enabling actions

By the end of these six sessions, delegates will be able to:

- ✓ Develop a plan for desk development that incorporates vision, strategy and tactics in appropriate proportions.
- ✓ Be able to create a marketing strategy to raise awareness and create more ‘warm’ calls with prospective clients.
- ✓ Create a Key Account Development plan for a specific account, detailing their objectives, strategies and tactics to get the most from that client.
- ✓ Develop subtle and powerful techniques to build stronger relationships with clients.
- ✓ Apply high quality sales techniques to good effect to win and retain more, high quality clients.

These sessions are suitable:

- ✓ For all recruiters who are established in their role and demonstrating a reasonable capability through solid results – but where both space for and a desire to develop have been identified.
- ✓ For small groups of up to 10 delegates. The six sessions are roughly 3 hours each including a break.
- ✓ For delivery via Zoom with delegates joining remotely from home or work. They are interactive workshops which include breakout rooms so delegates will be involved in group exercises, make individual contributions and be able to ask questions.

change behaviours