

CREATING BREAKTHROUGHS WITH LEADERS

ceo group

Maurice Batey Managing Director

- Organisation and People development business**
- 30 years**

Commercial Skills Programme

AIM:

- Increase prospecting success rate**
- Increase revenue**
- Build 2 way committed relationships with clients**
- Build desired personal brand and social capital**

Programme History

- ❑ **CEO Group need to improve prospecting**
- ❑ **World-wide research**
 - Huthwaite Institute (UK)
 - Jay Abraham (USA)
 - M.I.T. – Parasurraman (USA)
- ❑ **Improved results 25% to 80%**
- ❑ **Client's requested training**
- ❑ **Developed range of programmes**

Programme Design Focus

- SME's who need to sell to people with business focus**

- Need to secure long-term client relationships**

Relationship Selling and Marketing Philosophy

□ When big or complex sales

- personal credibility and connection
AND product / service
- client focused – personal & organisational
needs vs product / service
- a process to 'YES'
- psychological and rationale needs met
- committed relationships confer competitive
advantage

Relationship Selling and Marketing

Process

Identifying Potential Clients



Client Research and Analysis



Gain An Interview



Establish Client Needs



Prepare Proposal



Develop Presentation Strategy



Make Winning Presentation



Ongoing Client Management

Relationship Selling and Marketing

Mindset And Skills

Building Relationships of Trust

- Adding value
- Credibility
- Character

Communication Skills

- Questioning
- Listening
- Adapting to their preferred style




Emotional Intelligence

- Self awareness
- Empathy
- Influence
- Social capital
- Emotional energy

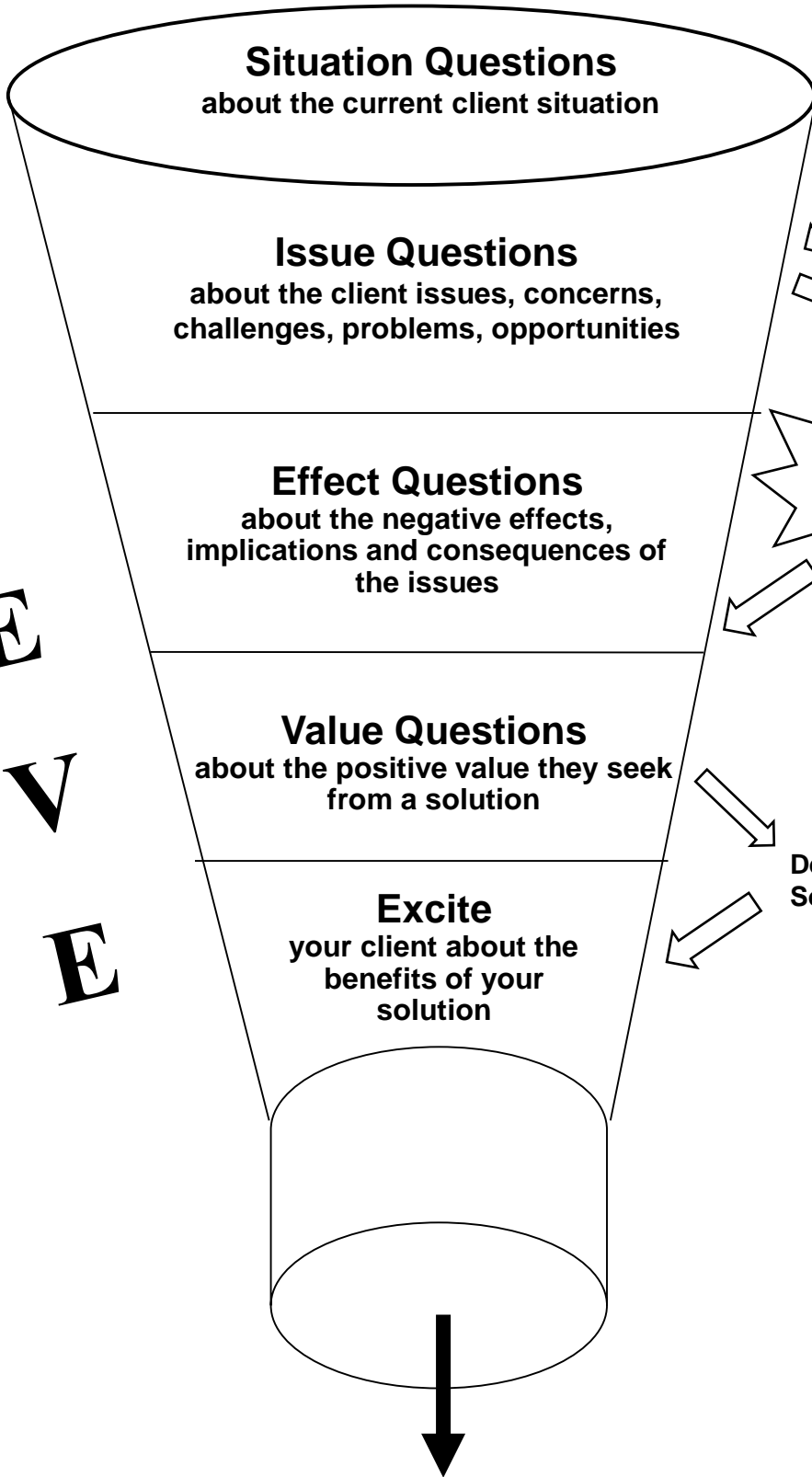
Creating Customer Value

- Service
- Customer centric
- WIIFM for them
- Value vs Features
- Delights
- Recovery
- SIEVE

The Service Encounter

Client's Perception of Nature of Encounter	Client's emotional response		
	Anger	Z O I	Delight
 <p>Assist</p>			
 <p>Transaction</p>			
 <p>Environment</p>			

**S
I
E
V
E**



Felt Needs

Real Needs

**DON'T RUSH
IN WITH
SOLUTIONS
HERE**

Desire for Solution

Influencing

- Influence principles
- 22 Influencing strategies
- Use of power types

Personal Time Focus

- Compass and clock
- Time management
- Effectiveness and efficiency

Sales Team Synergy

- $1 + 1 > 2$

Programme

- 1 + 1 day workshops
- Pre / Post Work
- Apply process, tools and learnings with real client
- Hands on learning / practice
- Work with partner on workshop

Outcomes and Benefits

- ❑ Learning a research based process proven to increase prospecting results, and hence revenue
- ❑ Skills and processes to enhance access to clients, establish client's real needs, develop effective proposals, and make winning proposal presentations to clients.
- ❑ Develop long term relationships of trust with clients, and increased levels of referrals, endorsements, and repeat business

- ❑ Understanding own preferred styles, and how to adapt to best match the preferences of your client
- ❑ Building your social capital
- ❑ Critical importance of your emotional intelligence and how to enhance this.
- ❑ Fine tuning the skills of questioning, empathetic listening and influencing

Thank you

Any questions?