PRO-PAYBACK Selling®

Deliver exceptional sales results with TACK's internationally proven Sales Model (formerly Sales Training Course)

3 days £1350 + VAT

PRO-PAYBACK Selling® is the only sales model to cover the complete spectrum of essential selling skills from planning and customer prioritisation, to investigation, the creation of solutions to meet identified needs, answering objections, gaining commitment/closing and core account management, in one system.

PRO-PAYBACK Selling® uniquely blends processes, skills, behaviours and solution selling philosophies – the vital ingredients to win, grow and retain clients and achieve success in selling.

The step by step process covers:

PRO Day 1 focuses on what needs to happen before a meeting (Planning & Prioritisation, Research, Objectives)

PAY Day 2 focuses on investigation and motivation (Purpose, Attention, You Investigate)

BACK Day 3 focuses on presenting the solution, answering objections closing and ongoing relationship development (Benefits, Answering Objections, Commitment/Closing, Keep Developing).

Each session concludes with specific action plans the learner would like to take away and share with their line manager.

The universal applicability of the PRO-PAYBACK Selling® model means it can form the basis of your peoples' sales process or integrate with existing systems.

Topics	Outcomes
Understanding your own natural selling style	People have a particular natural style based upon their personality, experience and background. It influences the decisions they make and in certain circumstances that tendency will produce good decisions that in others, mean bad decisions. Salespeople do not have the luxury of always acting upon their preferred style. Participants answer a situational questionnaire to identify their preferred selling style and the strengths and weaknesses of that particular profile and when they should adjust it. **After this module participants will:** ▪ be conscious of when to adapt or alter their approach for the best results ▪ know what approach to take in any given situation ▪ create an action plan.
Understanding what buyers look for	It's tempting for a salesperson to assume what buyers want and what, as salespeople, they are expected to do. To be fully effective that assumption must be accurate and aligned with those of the customer as well as their own organisation. Participants will see the findings of TACK's latest customer surveys of where customers seek value and the bases upon which they favour one salesperson's capabilities over another. The group are asked how they think they are judged by the customer, employer and themselves and the responses are compared to the survey. **After this module participants will:** ▪ understand the required competencies for success in selling ▪ understand their current shortfalls in knowledge and skills ▪ create a personal development plan.

Topics	Outcomes
Understanding the process	Selling is a people business but without an understanding of the underlying process can become chaotic. In order to learn from errors, repeat successes and objectively assess or predict outcomes a process must be at the back of one's mind whether developing major, complex key accounts or prospecting for new customers. Participants take part in and then analyse a dramatised sales case study, define best practice and relate it to TACK's PRO-PAYBACK Selling® process. **After this module participants will:** ▪ understand how to objectively evaluate good and bad practice in selling ▪ understand the key steps of pro-payback ▪ create an individual action plan related to their own sales situations.

Topics	Outcomes
Planning and Prioritising	Selling time is very expensive and the amount we have available in an average year is a lot lower than we may think. Given that not all opportunities or accounts are equal it is vital we allot that precious resource in direct proportion to the Return on Investment we can expect.
Making best use of sales time	Participants are guided through a formula for calculating the actual number of hours per year they have available for selling.
Prioritising opportunities	Participants work with the trainer to define high medium and low opportunities or accounts based around factual data rather than personal preference.
Strategies for effective activity management	Using a time management matrix participants learn to identify time wasters and stealers, develop strategies for improving their efficiency including learning to say "no" effective delegation and scheduling non urgent planning activities.
After this module participants will: ▪ have the skills and disciplines to retain control of their diaries ▪ accurately and objectively direct levels of resource to accounts and opportunities as appropriate ▪ utilise effective planning and delegation skills.	

Topics	Outcomes
Research the customer	How effective your sales call will be and how much you are seen as a potential business advisor, as opposed to a 'sales rep', will depend on the breadth of the salesperson's understanding. Average salespeople will only look at the target company itself. Successful sales professionals will understand both the customer's market place and the impact of global events on their business.
What do you need to know?	Participants look at the three levels of required information: global, market and company how and where to find it, including web research.
How do you use it?	Participants look at how to apply that information during or before a meeting to add value and differentiate themselves and motivate business.
After this module participants will understand: ▪ what information to look for when building value ▪ how to access that information ▪ how specifically to use it in emails, letters or meetings to create commitment and differentiation.	

Topics	Outcomes
Objectives	A salesperson should know exactly what they want to find out, that they didn't know before, and what commitments they will ask the customer **before** they go into a meeting. If they don't know this, then why are they going to the meeting?
Selling by objectives	Participants develop objectives for their own sales situations and apply **SMART** to test for reality. They create stepped strategies up to the attainment of the final goal which is the basis of forecasting.
After this module participants will: ▪ enter every sales call with clear, written objectives ▪ align their objectives with those of the customer ▪ always have shared and timed follow up actions ▪ create ordered milestones for progressing any account project or opportunity.	

Topics	Outcomes
Purpose	As they open their meeting a salesperson should be able to say in one single sentence why they are there and what they believe can and should be achieved. Participants are tasked to produce such a statement for a new client visit and for a prospect telephone call. The trainer will work with them to ensure that the response will be positive. Practise with other participants will ensure they are both fluent and natural.
After this module participants will: ▪ be able to effectively communicate to a customer the reason for any sales visit ▪ create the environment for open and focused discussion.	

Topics	Outcomes
Attention getter	Dropping in to say 'hello' as you were passing is not the most motivating opener. Neither is apologising for taking up the customer's time and assuring them you will be quick. Behaviours to avoid are discussed and alternative means of creating engagement and attention are offered. Participants build great openers using 5 key alternative strategies. Practise ensures they are both fluent and natural.
After this module participants will: ▪ know how to get their meetings off to a fast start ▪ create impact early on ▪ elicit problem solving responses from the prospect.	

Topics	Outcomes
You investigate	Knowing your product is no longer the mark of a good salesperson it's the very least that a customer expects. All your competitors will know their products as well so it does not differentiate you from the crowd. Asking good questions and listening will.
Questioning skills	This section is highly practical. Delegates learn not just the theory of good client discovery but are asked to try it out for themselves while receiving coaching from the trainer and support from fellow delegates. This fun interactive session brings new levels of skill and meaning to the topic from complete novices to those who believe they are already familiar with all the theory!
Structuring meetings, signposting and summarising	Sometimes we are swamped with information from our clients, especially the talkative ones. You need to extract the right information for a winning proposal or presentation. Delegates create meeting plans to ensure they both retain control and cover the ground required to progress toward their objectives. Participants learn how to motivate prospects to share valuable information with them and to summarise back key points.
Listening and communication skills	People buy from people they like and people like people who are like them. Creating rapport and relating well to people can often make the difference between a sale or a rejection. Delegates explore this topic in detail and receive soft skills coaching from the trainer both experiencing and applying excellent interpersonal skills. Much of the impact of a message comes from body language. Participants explore the whole fascinating area of non-verbal communication skills, rapport building and the use of words in creating positive moods.

After this module delegates will:

- understand far more about their customers than the competitors do
- enjoy structured and in-depth meetings
- gain customer ownership of solutions
- create empathy and rapport fast.

Topics	Outcomes
Benefits	We spend so much time trying to sell the customer what we have to offer, if only we asked them what they wanted. Winning proposals and presentations leave the customer feeling they have a tailored solution, even if the product was off the shelf. To do this requires creating a close link between our capabilities and assets and the motivations of our customers.
Understanding motivation	Participants are introduced to the theory of motivation and the 10 basic buying motivators are applied to their products and services. They analyse the objective and subjective motivators that may be met by their products or services. Participants build a full-scale offer analysis for a selected product or product group and for their company. This analysis is translated into a practical presentation methodology as delegates practise presenting to colleagues.
After this module participants will: ▪ know what makes a particular buyer tick ▪ inject motivation into the way they present ▪ link the offer closely to the clients needs.	

Topics	Outcomes
Answer objections	At the point where the customer senses they are about to be asked for a commitment, they will typically raise some kind of concern or objection. Even if they do not, it is important to be prepared. This section covers all aspects of objection handling from simple misunderstanding to difficult buyers and price haggling.
Managing difficult buyers	Some people are naturally difficult to deal with regardless of the merits of the offer or presentation. The five types of difficult buyer are discussed and appropriate strategies are assessed for keeping communication open and for winning them over. A case study is used to highlight the reasons for objections, how we tend to feel about them and the traps to avoid.
Pre-handling objections	Once an objection lands, it is owned by its inventor and needs to be handled. Preventing their arrival in the first place is less work. Participants learn by developing their own typical objection pre handlers and then practise with colleagues.
Types of objection and the handling process	When an objection comes we cannot ignored it however much we would like to. Often it is in itself a buying signal. Participants look at the different types of objection, what they mean and how they differ. Participants are introduced to TACK's 9 step technique for turning "Yes but" into "Let's do it". This is then applied to the delegate's own business's both for face to face and telephone objections.
Price	Price is singularly the biggest worry of most salespeople but it shouldn't be! This section demonstrates why it's not the problem and the real reason why buyers will so often raise it. Participants analyse a case study around a price negotiation and are coached through both best practice and specific responses that will ensure a profitable outcome for them and a good relationship with the customer.
Presenting price	Part of the strategy for minimising a price battle is centred around how it is delivered in the first place. Participants are asked to select various typical offers. Then using several techniques they are coached to present the price in a manner that is straightforward but underpins the customer's perception of value for money.
After this module participants will: ▪ know how to deal with difficult buyers ▪ understand the different types of objection ▪ turn objections into opportunities ▪ reduce price discounting.	

Topics	Outcomes
Commitment and closing	If the previous steps have been properly covered, it's likely that the close will occur quite naturally, indeed the client will close the deal themselves. However, there are times when we must ask for the business and the failure to do so may result in the competition being awarded the contract or sale. Participants are asked to identify the moment at which a customer is ready to buy and we discuss the various buying signals that tell us: "Stop now and ask for the business". There is nothing like simply asking, but sometimes an additional motivator is required to get us past that moment of hesitation. Participants are coached through different closing techniques and when they should be applied. Practise sessions enable delegates to become comfortable with the various approaches.

After this module participants will:

- identify when a customer is ready to commit
- link closing to questioning technique
- know which type of close is appropriate
- clarify what you are actually closing on.

Topics	Outcomes
Keep developing	If it is 8 times easier to win repeat business than new business then it makes sense to build and protect our existing customers. Participants discover the main causes why customers switch vendors and learn strategies for keeping the customers they have. Working in teams and with coaching from the trainer, they develop effective strategies for creating further opportunity to generate revenue using their existing business relationships.

After this module participants will:

- develop ideas for improving customer retention
- ensure greater levels of loyalty
- create strategies for leveraging further business with a client.

Topics	Outcomes
Final role-plays	Participants have been exposed to theory, case studies, discussion groups and coaching sessions to bring their new skills to life. Now, in the final session they will devote the whole of the afternoon to preparing and conducting their own role-plays. They will be presented with a detailed case study based around a specially created business scenario including products, services, a competitor, and a key customer with needs who may or may not choose to do business. It's up to the skills of the participants – how well have they learned…? Each participant gets the chance to: ▪ prepare for the meeting ▪ role-play the customer ▪ role-play the salesperson ▪ provide professional feedback to other role players. At the end of this highly practical session delegates are asked to bring all their ideas and key learning points together in written, action based SMART plans.
After this module participants will: ▪ know how to deal with difficult buyers ▪ understand the different types of objection ▪ turn objections into opportunities ▪ reduce price discounting.	

Delegates said it!

"Although I have undertaken previous sales courses, TACK did look at the sales process differently and more realistically. Really balanced course and good to do with delegates from other industries."

"Very useful sales training course putting all the theory into context with real life examples so making it relevant to my current job."

"A great course for even experienced sales people. Reinforces all the basic traits and skills - worth revisiting."

"Thoroughly enjoyed role-play environment. Found it useful to mix with people from other sales environments."

"Although an experienced sales person it was useful to overview to get out of bad habits/ways. Extremely useful to get back on track."

Programme high spots
▪ **Practical workbook that follows each step of the sale which can be used immediately on the first call following the course** ▪ **Coaching and facilitation throughout by the trainer to encourage maximum thinking and interaction with the materials and colleagues** ▪ **Final role-play. Brings together all that has been learned into this highly practical exercise with coaching on the preparation and feedback on a team role-play. Participants can use their own products and services, work with a colleague where products/sectors are similar or use a fully simulated role-play** ▪ **Personal Action Plan. You assess where you are now and what action you need to take to achieve your objectives. Each session concludes with specific action plans you would like to take away and share with the line manager.**

Who will benefit?

New and experienced salespeople from any type of selling background. Also management or non-sales personnel requiring a greater sales awareness.

Next steps

For further advice and to book a course, please contact us on **01494 766 633** or email us at **info@tack.co.uk**. Your local TACK adviser will be pleased to discuss your training and development needs and this programme in more detail.