



PrimeLearning.com™

PrimeSales™ Creating a Buyer-Centric Focus

An eLearning Curriculum Synopsis



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A Curriculum Synopsis

Executive Summary

At the center of the PrimeLearning solution is world-class content. Our content partners are leading corporations, authors, academics, publishers and business experts.

Our Unique Approach

At *PrimeLearning.com*, we strive to improve the skill level of individuals within your organization, as well as the business performance of your entire organization. This aim forms the foundation of our instructional design philosophy.

Objectives are at the very core of all *PrimeLearning.com* courses. Each course topic focuses on the accomplishment of specific performance objectives and the development of valuable new skills. The curricula is both practical and relevant, using examples and case studies to present real-world work situations. Content areas are comprehensive, and depth of coverage is an important characteristic of each course.

Our PrimePath™ capability uses an initial learner assessment to recommend an individualized learning path based on demonstrated competencies. The mastery module provides the learner with measurable and documented evidence of improvement.

PrimeLearning.com courses employ an unprecedented number and variety of interactions to stimulate learning. These interactions extend beyond simple knowledge recall to invoke high-level thinking and problem solving. Optional live virtual classes and collaborative events further enhance the total Internet-based learning experience.

To facilitate continuous learning and performance improvement, course participants have convenient access to job and performance support aids that summarize key steps, processes, and guidelines. Resources such as Internet links, recommended reading lists, glossaries and company specific documents enable learners to tap into a continually updated archive of quick reference and on-the-job support materials. Workplace exercises enable learners to apply their new skills within their work environment.

The *PrimeSales* curriculum provides valuable insights as well as best practices recommended for new and experienced:

- Sales Representatives
- Account Managers
- Sales Consultants
- Sales Managers

The *PrimeSales* courses leverage Internet technology to create an individualized and highly interactive learning environment. From presenting concepts, to detailing processes, to depicting relevant scenarios, to testing learner understanding, this entire curriculum engages sales professionals in a top-down roll-out of techniques that have been proven to maximize bottom-line results. Each course consists of two, three, or four topics, enabling the learner to focus easily on areas where improved proficiency is required. Supplemental virtual classroom sessions can incorporate a live-instruction component, while job aids, workplace exercises, topical links, and other resources further the learning experience.

Curriculum Summary

Sixteen PrimeSales™ Courses Address All Aspects of Selling:

The Selling Process

1. Seller Behaviors
2. Buyer Behaviors
3. Buyer-Focused Selling
4. The Selling Cycle

Starting the Sale

9. Gathering Information
10. Planning a Sales Call
11. The Sales Call
12. Probing and Questioning

Communicating & Managing

5. Telephone Communication
6. Communication Skills
7. Written Communications
8. Managing a Territory

Concluding the Sale

13. Presenting Solutions
14. Closing the Sale
15. Buyer Reactions
16. Concluding a Call

Creating a Buyer-Centric Focus



The Selling Process (PS001 I)

Description	<i>The Selling Process</i> , the first module in the <i>PrimeSales</i> curriculum, shows how to use the selling process to be a successful seller. It addresses seller and buyer behaviors, the relationship between buyer and seller, and the criteria that influence buying decisions. Sellers learn how to identify and respond to buyer behaviors, and how to use buyer-focused selling techniques. They also learn how to use the key ratios in the selling cycle to monitor their progress.
Target Audience	New and experienced: <ul style="list-style-type: none"> • sales representatives • account managers • sales consultants • sales managers
Duration	6-7 hours
Prerequisites	None
Media	Internet

Course	Description	Objectives	Topics
Seller Behaviors	If sellers perform well, they will reach and then surpass their sales targets. <i>Seller Behaviors</i> covers the specific criteria – motivation and ability - necessary for sales success. Sellers learn the seven behaviors of buyer-focused selling (fact-find, probe, agree, influence, recommend, close, and follow-up), including when to progress from one to the next.	Learners will be able to identify the basic criteria for success in sales and the seven seller behaviors in buyer-focused selling.	<ul style="list-style-type: none"> • The Successful Seller • Seller Behaviors
Buyer Behaviors	Selling to a business is more complicated than selling to an individual. <i>Buyer Behaviors</i> highlights the key factors that influence buying decisions - the product, the cost, the selling company, and the individual seller - and the many people who influence the buying decision. Sellers learn to recognize the seven stages of buyer behavior (unaware, aware, consider, preference, shop, buy, review) that may be exhibited during the buying cycle.	Learners will understand the criteria that influence buying decisions and will be able to recognize the seven typical buyer behaviors in a sales interaction.	<ul style="list-style-type: none"> • Buying Criteria • Buyer Behaviors
Buyer-Focused Selling	One of the Golden Rules of Selling is to meet the buyer wherever he or she is in the buying cycle. To make a sale, a seller must match the buyer's behavior with the right response. <i>Buyer-Focused Selling</i> instructs sellers on how to respond effectively to buyers at each of the seven stages of a sales transaction. This course also helps sellers to identify buyer needs in two categories: organizational and personal.	Learners will be able to respond effectively to buyers at each stage of a sales interaction and to identify categories of buyer needs.	<ul style="list-style-type: none"> • Buyer-Focused Selling • Buyer Needs
The Selling Cycle	The selling cycle is a logical process consisting of specific tasks and activities. This cycle should focus on the buyer, with the goal of ensuring that the seller meets the buyer's requirements and expectations. <i>The Selling Cycle</i> teaches sellers the six steps in the selling cycle (suspect, prospect, approach, proof, decision, and order) and how to match these steps to the buyer-focused selling model. Sellers learn how to calculate and use the five key ratios in the selling cycle (suspect:prospect, prospect:approach, approach:proof, proof:decision, decision:order) to improve their performance.	Learners will be able to list the steps in the selling cycle, match those steps to the buyer-focused selling model, and calculate and analyze the key ratios in the selling cycle.	<ul style="list-style-type: none"> • Steps in the Selling Cycle • Selling Cycle Behaviors • Key Ratios in the Selling Cycle • Analyzing Key Ratios

Communicating & Managing (PS0012)

Description	Communication is central to everything a seller does. This second module from the <i>PrimeSales</i> curriculum teaches the essentials of effective communication: verbal language, body language, and listening skills. Sellers learn the techniques of effective telephone and written communication skills, including letter and proposal writing. An approach to territory management is also presented. A must for salespeople at all levels, this course is also valuable for anyone seeking to enhance his or her communication skills.
Target Audience	New and experienced: <ul style="list-style-type: none"> • sales representatives • account managers • sales consultants • sales managers
Duration	6-8hours
Prerequisites	None
Media	Internet

Course	Description	Objectives	Topics
Telephone Communication	The foundation of every sale is the ability to connect person-to-person with the individual who is the buyer. To do this, sellers must recognize the most common communication barriers and understand their impact. <i>Telephone Communication</i> details the four groups of barriers to effective communication: psychological, environmental, expectation, and physical. Sellers master techniques to overcome the limitations of communicating by telephone and learn guidelines that foster good telephone communication.	Learners will be able to identify barriers to communication and list some techniques for overcoming the limitations of telephone communication. They will also know the guidelines for good telephone communication.	<ul style="list-style-type: none"> • Barriers to Communication • Communication Differences • Good Telephone Communication
Communication Skills	Becoming a better communicator helps a seller to get ahead, and implementing the guidelines for good verbal communication builds a buyer's trust and respect. <i>Communication Skills</i> describes common verbal communication behaviors and teaches sellers five guidelines for good verbal communication. Because there is more to communicating than conversation, this course helps sellers to understand the vocabulary of body language. Sellers learn how to react according to accepted guidelines and how to apply six guidelines for effective listening.	Learners will be able to recognize verbal communication behaviors and to implement guidelines for good verbal communication. They will also know how to react to body language using accepted guidelines, as well as the guidelines for effective listening.	<ul style="list-style-type: none"> • Verbal Communication Concepts • Communicating Verbally • Analyzing Body Language • Effective Listening
Written Communications	Writing a good sales proposal helps to convince the buyer of the seller's merits and of the benefits of buying from him or her. <i>Written Communications</i> highlights the reasons for and benefits of writing a sales proposal. Sellers become familiar with the twelve components that constitute a good proposal, as well as the guidelines for developing written communication that is clear, concise, and easy to read.	Learners will know the benefits of a written sales proposal and will be able to list the components of a sales proposal. They will also be familiar with the guidelines for effective writing.	<ul style="list-style-type: none"> • Benefits of a Sales Proposal • Components of a Sales Proposal • Writing Guidelines
Managing a Territory	Recording the details of all dealings with every account is the only way to ensure quality service to buyers. Likewise, developing a calling cycle is the best way for a seller to ensure that he or she keeps in touch with all accounts on a regular basis. <i>Managing a Territory</i> identifies the customer information that sellers need to record. Sellers learn the five steps to developing a calling cycle, and they see how a proper scheduling system enables them to cover all their calls, while leaving time for paperwork.	Learners will be able to list the customer information necessary for successful selling. They will also know the steps in developing a calling cycle and in routing and sequencing sales calls.	<ul style="list-style-type: none"> • Keeping Detailed Customer Records • Developing a Calling Cycle • Covering Your Territory Systematically

Starting the Sale (PS0013)

Description	A successful sale follows proven techniques from start to close. This third module from the <i>PrimeSales</i> curriculum provides the techniques needed to start a sale effectively, including whom to approach and how to approach them. These courses show how to gather the information that an informed seller needs, how to construct the all-important opening statement, and how to achieve maximum results from a sales call. Sellers learn how and when to use open and closed questions, and how to develop needs using an effective probing method.
Target Audience	New and experienced: <ul style="list-style-type: none"> • sales representatives • account managers • sales consultants • sales managers
Duration	6-8 hours
Prerequisites	None
Media	Internet

Course	Description	Objectives	Topics
Gathering Information	Following up on every lead can result in few real prospects, and sellers can waste time chasing unsuitable suspects. By gathering basic information about suspects, sellers can quickly decide if it is worthwhile to make contact. <i>Gathering Information</i> presents the background information needed to qualify suspects as prospects and provides many sources for finding new prospects. Sellers learn guidelines for canvassing, as well as how to use specific criteria to identify the decision-makers in a buyer's company.	Learners will know the background information that helps to qualify prospects and will be able to list sources of prospects. They will also learn canvassing guidelines and the criteria for identifying decision-makers.	<ul style="list-style-type: none"> • Background Information • Sources of Prospects • Canvassing Methods • Identifying the Decision-Maker
Planning a Sales Call	Having a structured approach to sales calls increases a seller's chances for success. <i>Planning a Sales Call</i> details the five steps involved in planning a sales call: qualifying the suspect, arranging an appointment, focusing on the buyer, satisfying the buyer's needs, and preparing support materials. Sellers learn that the essential elements of a sales objective incorporate three basic components: behavior, standard, and condition.	Learners will be able to identify the steps involved in planning a sales call and the essential elements of a sales objective.	<ul style="list-style-type: none"> • Steps in Planning a Call • Elements of a Sales Objective
The Sales Call	The opening statement is a crucial part of the sales call, because it helps a seller to connect with the buyer and to progress to the next part of the call. A seller's initial contact will create either resistance or interest in the buyer's mind. <i>The Sales Call</i> gives four guidelines for opening a sales call: be relevant, be flexible, be yourself, and think carefully. Sellers master the five components of an opening statement - introduction, reason, agenda, procedure, and timeframe - and learn how to vary opening statements depending on the type of situation: an approach, a follow-up meeting, or a regular call.	Learners will know the guidelines for opening sales calls and will be able to list the steps in making an opening statement. They will also be able to vary opening statements according to the type of call.	<ul style="list-style-type: none"> • Opening the Call • Steps in Making an Opening Statement • Opening Statement Types
Probing and Questioning	Probing - or questioning - is a very important part of sales. If sellers do not give it proper attention, they will not receive the kind of answers that they are looking for. <i>Probing and Questioning</i> shows how to use open and closed questions for maximum advantage in the most common sales situations. Sellers discover ways to elicit buyer needs using four types of inquiries, designated as situation, problem, effect, and value questions.	Learners will be able to distinguish between open and closed questions and will be able to elicit buyer needs using the four question types.	<ul style="list-style-type: none"> • Open and Closed Questions • Developing Needs

Concluding the Sale (PS0014)

Description	Of course, the ultimate goal is to close the sale! This module, the last in the <i>PrimeSales</i> curriculum, teaches the steps needed to reach a successful sales conclusion. Sellers learn the importance of presenting solutions, not products, to buyers, and how and when to close a sale. Sellers also learn how to recognize and respond to buyer signals, and the best way to conclude a call.
Target Audience	New and experienced: <ul style="list-style-type: none"> • sales representatives • account managers • sales consultants • sales managers
Duration	6-7 hours
Prerequisites	None
Media	Internet

Course	Description	Objectives	Topics
Presenting Solutions	One common selling mistake is telling the buyer all the features and advantages of a product, without describing its benefits. Another mistake is to present a solution before a buyer is ready to look at it. To win a sale, it is important that sellers know how and when to describe products and services to the buyer. <i>Presenting Solutions</i> distinguishes among features, advantages, and benefits and tells how – and when - to present solutions most effectively.	Learners will know the differences between features, advantages, and benefits and will be able to present solutions effectively to a buyer.	<ul style="list-style-type: none"> • Describing Products • Presenting Solutions
Closing the Sale	Knowing when to close is a key skill in selling. Sellers need to use their eyes and ears to spot the buying signals that tell it is time to close, and then they need to act on them quickly. <i>Closing the Sale</i> helps the buyer to recognize the verbal and non-verbal signs that indicate that the buyer is ready to be asked for the order. This course also instructs the seller in the use of a three-stage approach to close a sale: summarize the agreed benefits, propose an action plan, and wait for the answer.	Learners will recognize buying signals that help to decide when to close the sale and will know how to close a sale using a three-stage approach.	<ul style="list-style-type: none"> • Buying Signals • Closing the Sale
Buyer Reactions	Sellers often fail to take full advantage of a positive comment from a buyer. <i>Buyer Reactions</i> outlines the steps – acknowledge, expand, probe - to leverage a favorable buyer reaction, and it makes recommendations for eliciting feedback from buyers who are low reactors. In addition, this course gives five steps for handling objections raised by buyers - listen, rephrase, test, isolate, and answer – and outlines the methods for handling different types of objections, including doubt, misunderstanding, disadvantage, and price.	Learners will know the steps involved in supporting a favorable reaction and the guidelines for dealing with low reactors. They will also be able to list the steps in handling objections and to manage objections using a five-step approach.	<ul style="list-style-type: none"> • Supporting the Buyer • Low Reactors • Steps in Handling Objections • Managing Objections
Concluding a Call	Concluding a call is one of the most frequently neglected areas of selling. The last few minutes of a call can influence how successful a seller is with that buyer in the future. <i>Concluding a Call</i> recommends five guidelines for concluding a call - be relevant, be yourself, think about the desired result, plan carefully, and reserve time. This course also gives six steps for structuring the conclusion of a meeting: summarize key points, arrange follow-up meeting, decide on purpose, agree on tasks, get feedback, and thank the buyer.	Learners will be able to implement the guidelines for concluding a call and will be able to conclude a call using the six components.	<ul style="list-style-type: none"> • Successful Conclusions • How to Conclude a Call

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