

Selling Essentials: Understanding the Sales Cycle

PREVIEW



HRDQ.[®]

Course Objectives

Upon completion of this course, you will be able to:

- Assess your strengths and areas for improvement
- Describe customer-focused selling
- State trends in today's selling environment
- Explain the steps in the customer buying cycle
- Describe the decision-making process
- Describe the steps in the sales process



Module 1

Assessing Your Sales Savvy


PREVIEW

Definition of Assessment

By assessing our sales strengths and areas for improvement, we are taking an honest look at our abilities as salespeople.

It is important to self-assess so we can see where we are and where we want to go, in terms of our skills.

In order to grow professionally, we have to fill the skills gap between where we want to be and where we are. When our skills improve, our customer service satisfaction levels grow and our revenue and compensation will grow as well.

A man in a dark suit and striped tie stands with his arms crossed against a teal background. A white speech bubble with a black outline is positioned to his left, containing the definition of assessment. A large, faint watermark reading 'DRAFT' is visible across the image.

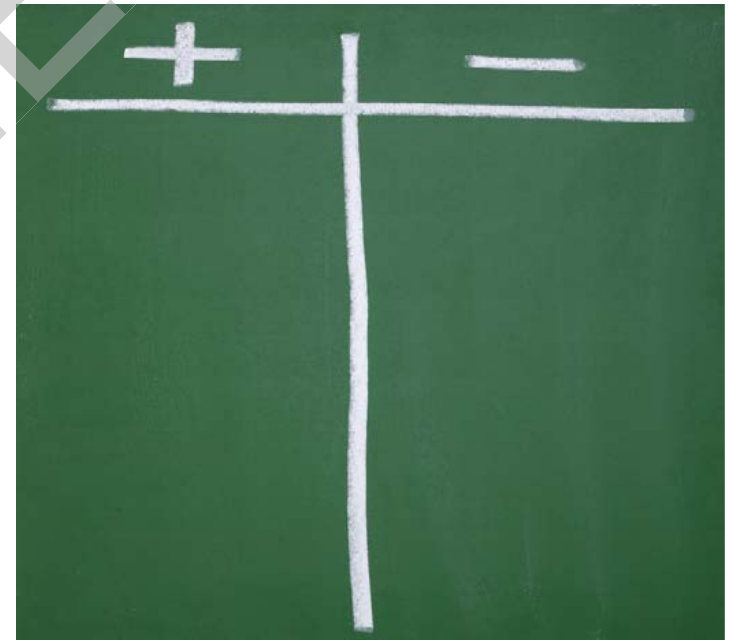
n an evaluation of one's own abilities and failings.

Purpose of the Assessment

On the next slides, you will have the opportunity to assess your sales skills.

The purpose of this assessment is threefold:

- to establish a baseline,
- to get perspective, and then
- to put a plan in place to improve upon your skills.



The Sales Assessment

First, it will help you to assess and accept your unique qualities. Realize that this is a starting place. Assessing your skills will provide a fresh look at your current situation and provide opportunities for growth.

It will also help you to get perspective by allowing you to see your strengths and weaknesses. It sets the context for setting goals and provides inspiration for improvement.

Lastly, it allows you to put a plan in place. You can revisit your assessment after this course is complete. You'll commit to setting a goal to apply skills and improve in key areas.



ASSESSMENT

Activity

Instructions: Reflect on your experience and skills. Be honest with yourself as you assess your skills. Read each of the following and write the number that applies:

1–Never 2–Rarely 3–Sometimes 4–Often 5–Always

I am aware of the latest trends in today's competitive business world.	
My sales efforts go into qualified prospects only.	
I can identify the key qualities of a successful salesperson.	
I can explain the value of using a sales process.	
I am knowledgeable about customers' decision-making processes.	
I am aware of customers' motivations to buy products and services.	
I am adept at building long-term relationships with my customers.	
I ensure that everyone in my company delivers excellent customer service to my customers before, during, and after the sale.	
I use a model for efficiently opening a sales call.	

Activity (Continued)

1–Never **2–Rarely** **3–Sometimes** **4–Often** **5–Always**

I can transition a sales call from establishing a friendly rapport to capturing the prospect or customer’s business interest.	
I listen more and talk less while I am on a sales call.	
I utilize questioning skills to uncover customers’ needs and challenges.	
I understand the different types of needs that customers have.	
I only present a solution after fully understanding the customer’s needs.	
When I identify a solution for the customer, I present it in clear and simple terms—what’s in it for the customer?	
I use a model to overcome the customer’s objections.	
I am skilled at knowing how and when to close a sale.	
I have expertise in cultivating and capitalizing on client relationships.	
I fully comprehend the customer’s industry and competitive challenges.	
My customers perceive me as a leader in my industry and come to me for expert advice.	

Self-Assessment Summary

Now, take a moment to reflect on your assessment on the prior pages.

- Identify the top two or three areas that you believe are your key **strengths** (highest scores).
- Identify the top two areas that you believe are your key **areas for improvement** (lowest scores).

Keep those in mind. As you progress through this program and learn more, they may change. At the end of this program, you will have the opportunity to reflect on your strengths and areas for improvement and set goals accordingly.

“Be what you are. This is the first step towards becoming better than you are.”

Julius Charles Hare and Augustus William Hare

Understanding the Sales Cycle

The Golden Rules Practice

QUESTION 1 of 1

Read each example and decide which Golden Rule it illustrates. Click on the “?” boxes to reveal each answer. Choices: 1) WIIFM, 2) Gain permission to move forward, 3) Get the customer to buy in

<i>“Are you more concerned with maximizing profits in the short-term or the long-term?”</i>	?
<i>“We can help you increase your profitability.”</i>	?
<i>“We helped your sister company reach new levels of productivity.”</i>	?

[Finished](#)

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