

# Persuasive Selling

## Overview

**FACT:** 95% of Salespeople Talk Too Much and Listen Too Little

The quality of your sales presentation and your ability to deliver it with skills will often determine whether a client buys from you or one of your competitors.

This interactive and hands on training aim to give tips to prepare **solid commercial propositions, presented with impact** and that will **influence decisions**. Participants will have to prepare and practice on real life examples.

## Program content

1. Build a commercial proposition
2. Buyers and sellers style
3. Power of story telling
4. Managing the meeting
5. Questioning
6. Handle objections
7. Powerful sales presentation
8. Presenting with impact

## Expected outcomes

- Enhance the relationship with the customer
- Develop, organize, and design a presentation for every customer
- Use physical skills and voice for maximum effect
- Improve actively listening
- Handle and profit from thoughtful questions
- Use presentation skills to turn “speech” into “conversation
- Save endless hours of preparation

# Customer Understanding

## Overview

A buyer is under a lot of pressure and works under constraints he can overcome. They have targets to achieve, have to respect company processes and timeframes. In addition, they must deliver business objectives in full compliance with group policies and strategy.

The better a sales person understands these requirements and the greater their proven ability to help, the more they will get in return. This training helps understand the customer's ways of working to better answer his needs and then improve the collaboration and the business performance.

## Program content

1. The customer World
  - Customer strategy, business drivers & positioning
  - Basic customer finances
  - Customer's shoppers & Category performance
2. Buying
  - Buyer's KPIs & how to influence them
  - Supplier funding expectations
  - Buyer's motivations & incentives
3. Ways of working with the customer
  - The core customer processes and timelines (e.g. promo approval)
  - Understanding how decisions are made
4. Customer operations
  - The last 50 yards, how to influence the drive to sales
  - Retail operations (regional and store)
  - Forecasting

## Expected outcomes

- Understand customers needs and motivations
- Know your customers organization and processes
- Lear how to better meet their expectations
- Positively influence decisions
- Improve your business performance thank to a better collaboration

# Negotiation Skills

## Overview

Learn how to use your negotiation skills to influence decisions and achieve better outcomes for all parties involved. This highly interactive and 'hands on' course provides you with useful templates & frameworks for you to take away. You will practice exercises and get easy to apply tips to improve your negotiation preparation, techniques, tactics and also learn how to improve the face to face interaction? in a challenging environment.

## Program content

1. Principles and rules of negotiation
2. Preparation of a negotiation
  - Analysis of the situation
  - Strategy, tactics, action plan
  - The « Position Matrix »
3. Face to face management
  - Objective setting
  - Negotiation Techniques and Concessions management
  - Destabilization tactics
  - Psychological profiles / types of negotiators
  - Tension & stress management
4. Close a negotiation and execute the deal

## Expected outcomes

Improve insight collection and management  
Learn techniques for high class preparation and lead of a negotiation.  
Create options and deal it successfully  
Learn about objective setting, position anchoring and concession management  
Manage tension and stress with confidence  
Learn about yourself and your peers  
Practice business cases and Build your own tool box

# Value Selling & Price Negotiation

## Overview

Value selling relies on building high value into your products or services, which re-prioritizes price as the dominant factor. Value selling is about persuading your customers that your higher price carries with it the value that they expect and deserve. This intensive training aims to help account managers to understand how to encourage customers to buy from you, even in difficult economic times. By focusing on the value/benefits they will receive rather than on the cost, they will see that continuing to do business with you is imperative for their success.

## Program content

1. Price management : A key to improve bottom line
2. What does high value looks like
3. Determine what your customer believes about value
4. Financial Analysis of Major Customers (2 way profit)
5. Package your value in an appealing way to your customers
6. Concept of waterfall
7. Valuing concessions
8. Deal and contract management
9. 7 tips for price argumentation

## Expected outcomes

- Build confidence and ability around value selling
- Change the way your team thinks and approaches customers - enabling a value-based discussion (not a pricing discussion)
- Understand why customers obsess about price - and how to move discussions into value areas
- Create a value-based toolbox to be customized with customers
- Create a value proposition to promote the differentiation of your products

# Conflict resolution

## Overview

How can you manage and resume a conflict when it occurs ? How can you find out why and how the situation deteriorated ?  
How to fix it, restart the collaboration and find a faire agreement when the relation is tensed ?  
This training offers methods and technics to better handle conflict parameter and help finding solutions.  
Through exercises and real life cases, the participants will train and learn to deal with conflictual situations.

## Program content

1. Required qualities for conflict resolution :
  - Active listening
  - Reformulation techniques
  - Emotional intelligence
  - Relationship skills
2. Psychological profiles and motivations
3. Conflict resolution method : Fiutak wheel
4. On the way to an agreement
  - Preliminary conditions
  - 4 steps toward an agreement
  - 16 mini-agreement to close a deal

## Expected outcomes

Understand the reasons why a conflict arises  
Understand the other party, their motivations and needs  
Improve your relationship skills  
Learn concrete techniques to reach a solid agreement  
Discover Mediation methods to turn around a conflict situation into fair and respectful relation

# Manage tension thanks to active observation of behaviors

## Overview

Pressure on negotiators is permanently increasing. As a consequence, most of sales person, even the most experimented, feel uncomfortable or stressed when the discussion turn to be less rational.

This training help analyzing interactions (verbal and non verbal) with interlocutors. It also aim to better understand what happen and adapt behaviors to different situation appropriately. This in order to gain in self confidence and efficiency.

## Program content

1. Social style : Know yourself and adapt your own style
2. Psychologic context :
  - How do we react against tension
  - Why do we over react to some specific situations ?
3. Decrypt negotiator reactions under pressure and identify profile type according to behaviors
  - Tension set up : know your interlocutor
  - Stress level assessment
  - Body language analysis
4. Control the situation
  - Control stress, Manage anger
  - Face to face games : Answer destabilization tactics
  - Technics of influence and persuasion

## Expected outcomes

- Gain in confidence and comfort
- Understand observable behaviors during a negotiation run
- Acquire a « gesture observation » method
- Consider non verbal signs all along your negotiation
- Decrypt interlocutors tactics and plays yours successfully.
- Master conflict resolution technics to close a fair deal

# Multifunctional networking and stakeholder management

## Overview

Customers are not a simple and single entity but a complex matrix where a lot of individuals play an important role. Key account have to answer these two important questions : How do we influence Decision Making ? How do we ensure great Execution ?

This training will be about : How to sell a proposition to the customer Multi functional matrix !

## Program content

1. Different types of multifunctional organizations
2. Identify key stakeholders
3. Understand roles and responsibilities
4. Address the needs efficiently
5. Build a contact strategy
6. Influence decisions
7. Ensure world class execution of agreed plans

## Expected outcomes

Understand how your customer organization works  
Identify decision makers, their roles and responsibilities  
Know the decision process  
Develop a contact plan to address the key stakeholders  
Implement the plans with excellence

# Selling and Negotiating in a Multi-cultural environment

## Overview

When people think about International negotiation, they tend to consider the challenge due to local cultural differences. This is true but shouldn't hide the importance of personal background, social origin, education, gender or even mood. However this is true that some local cultural differences influence the perception and can impact the relation and the business. To manage all these differences , you need to listen actively, ask the right questions, be open minded and curious. This training aim to summarize key cultural differences and in adapting your communication for a better collaboration

## Program content

1. Negotiation goal : win for yourself or together ?
2. The style : Formal or informal
3. The communication :
  - Direct or indirect ?
  - Yes value ?
4. Hierarchy : A leader or a team ?
5. Time relation
6. Emotion : Strong or Weak ?
7. Agreement build up : Top down or Bottom up
8. Body relation: Physical contact or not ?
9. Risk management : High or Low ?

## Expected outcomes

- Understand cultural differences and its role in the relationship
- Adapt you behavior and your communication to avoid basic mistakes.
- Improve your relation to others, without any kind of manipulation for the sake of respect.
- Facilitate communication and business with people for other cultures



# Key account management

## Overview

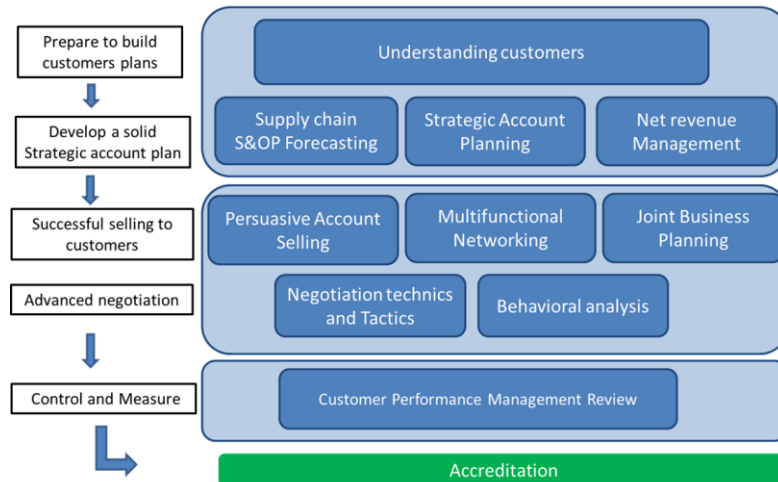
The Customer management role is changing, it is becoming tougher, with customers becoming more sophisticated, challenging and demanding. This is true for the Off trade as it is for the On trade, it is also true across the globe whether you manage customers in advanced markets or in our developing markets. The customer management landscape is constantly shifting and changing with many mergers and acquisitions. To be successful in this environment customer managers require strong account planning, negotiation, collaboration and commercial skills.

This “KAM capability program” is made up of distinct learning modules rather than a singular learning event.

It aims to be flexible and tailor made to your business.

## Program content

### KAM Plan Foundation



## Expected outcomes

- Build your knowledge and understanding in the fundamentals necessary for customer management
- Build your knowledge and familiarity in the elements necessary for customer understanding
- Improved their ability to plan and forecast
- Understand and practice “customer commercial annual plan” building
- Improve your ability to joint value create and collaborate with customers through better commercial propositions and negotiating skills
- Grow your skills in effective performance management

# Category Management

## Overview

Category Management is now widely used, predominately by retailers in the FMCG market. Suppliers to retailers will benefit from having a full understanding of the terminology and processes of Category Management. This two day category management training course covers all aspects of the subject with a case study running through the course to illustrate the key issues. Delegates are taken step by step through the processes of Category Management. The strategy and tactical use of the system are discussed and how they are used to gain a competitive advantage. Participants will finish the course with an individual action plan relating to their market sector.

## Program content

1. Category Management Origin, Definition and Core Principles
2. Principles & Objectives
3. Building Sustainable Collaborative Relationships
4. The Benefits of Adopting Category Management Principles
5. Shopper : Target the right Shoppers and meet their needs
6. 8 Steps methodology
7. Implementation
8. Measurement
9. Required structure
10. Caveats of category management

## Expected outcomes

- A thorough understanding of Category Management
- Understand the stakes of a collaborative category Management program in order to improve business through shopper strategy approach
- Master concepts, techniques and tools for efficient category management
- Practice and development of key processes and techniques
- Confidence to talk the 'language' of Category Management
- A personalized practical plan that will deliver results

# Team management

## Overview

Team management is a key success factor for companies to increase performance thank to employees engagement and talent. The Manager has the responsibility to achieve its objectives through the performance of their team, which is dependent on the competences and motivation of its members.

This interactive seminar consists of mix of “Academic” presentations, participants experiences sharing , real life examples and concrete exercises to help managers improve their skills and following that, their team performance.

## Program content

1. Development stage of a team
2. Build a team
  - Organization
  - Profiles and roles of team members
3. Manager role : Leadership
  - Anticipate, seer, drive
  - Motivate, Convince, engage, empower
4. Manager role : Develop
  - Give means, coach, train
  - Assess, reward, reprimand
5. Manager role : Entertain
6. Communication tips

## Expected outcomes

- Develop skills to ensure **success** in your **supervisory role**.
- Enhance the **effectiveness/performance** of your team
- Understand how to overcome **barriers to communication**.
- **Motivate, manage and lead** your team to meet objectives and deliver results.
- Handle **difficult situations and people** using empathy and constructive feedback.
- Practice the skills of **assertiveness and active listening**.
- Deal more effectively and confidently with **disciplinary situations or conflict**.

# Leadership

## Overview

Employees are not told what to do anymore. Now, you need to engage your team and assist them in reaching their goals. You do not dictate; you inspire and empower! You can learn how to effectively engage your team by focusing on your team leadership development. Leadership development is needed to successfully take charge of your team in today's business world. This corporate training program will teach you how to stop managing and start leading; and, as a result, make you a vital part to your organization's future.

## Program content

1. What's your personal leadership style ?
2. Managers vs Leaders
3. Leaders role :
  - Create the Vision
  - Team building (Attract, retain, organize)
  - Set objectives and dispatch tasks
  - Develop people
  - Motivate, Empower, Inspire
4. Problem analysis and decision making (STEPS)
5. Leadership communication tips

## Expected outcomes

- Understand leadership behaviors and style
- Learn about Leadership and Management difference
- Find your own leadership style and grow your skills
- Improve your interpersonal relationship and communication
- Make the right decision
- Empower, Motivate and inspire others
- Lead by example

## Overview

An employee career depend on their ability to learn and progress as well as delivering the expected performance. However it is also and mainly linked to its reputation, assumed potential for growth or talent and its leadership. Companies usually promote people identified as « hi po » and/or considered to be the best to support the company ambition, culture, reputation and strategy or agenda. This training will help an employee better understand how to manage their career according to leadership standards expectations whilst being themselves.

## Program content

1. Why companies set « Leadership standards » ?
2. What are the most common « Leadership standards »?
3. How to self assess against companies expectations ?
4. Identify your leadership style and progress on it ?
5. Create your own brand / reputation ?
6. Caveat and traps
7. Prepare the future ?
  - Potential self assessment ?
  - Get ready to step up ?
8. Interview for job posting preparation

## Expected outcomes

- Understand companies leadership expectations
- Know how it is assessed
- Identify your leadership style and improve your skills
- Develop your reputation

# Time management

## Overview

The key to successful time management is planning and then protecting the planned time  
This time management course provides a whole range of tools and techniques to simplify time management.  
Proven time management skills, time management approaches and time management strategy development will help determine how much energy, resources, and task coverage is needed.  
This training will help participants to identify and overcome barriers to effective time and management issues

## Program content

1. Finding out how you really spend your time
2. Prioritized To Do Lists
3. Becoming exceptionally well organized
4. Costing Your Time : Finding out how much your time is worth
5. Leverage :Achieving much more with the same effort
6. How to Be Organized : Taking control of your day
7. The Art of Filing :Managing your documents & mails
8. Techniques for setting priorities
9. ABC analysis
10. Pareto analysis & The Eisenhower Method
11. POSEC method

## Expected outcomes

Explore why time management issues arise

improve delegates ability to plan and prioritize their own work

Raise awareness of the importance of setting clear goals

Reduce wasted time and distractions in the workplace

Avoid being deflected from your priorities

Get practical tools on how to say 'no' to some 'now' requests