

## Master Builders Offers Half Day Workshop

### *Introduction to Selling Breakthroughs Foundations in association with Future Institute and Priority Management*

#### **Are you achieving your full sales potential?**

The secret to making a successful sale is knowing what, why, how and when your audience wants to buy. Understand how to use your expertise confidently to positively influence outcomes and meet both the buyer's and your own requirements. Fine tune your sales skills with our introduction to Selling Breakthroughs, our highly experienced trainer will challenge you to think differently about the sales journey.

Chris has over 40 years experience in sales, business development, senior management and operations, the last 30 years of which have been spent in the Asia Pacific region. He has been involved in direct sales and negotiations to major regional clients as well as developing and supporting Agent & Distributor structures throughout the Asia Pacific region. Chris also worked for a period in South Africa.



**Chris Byles**

***“You don’t have to be great to start but you have to start to be great.” – Zig Ziglar***

#### **Are you ready to develop and refine your sales skills?**

##### **Objective:**

To Master the “Sell-Buy process and stages”

##### **This program will assist with:**

- Understanding why and how customers buy
- Identifying the right solution and providing value
- Asking the right questions to influence
- Look at positive and negative motivators
- Closing

##### **Who Should Attend:**

- Anyone involved in the selling process

##### **Format:**

- A highly-interactive 4-hour face to face workshop

##### **Tools Provided:**

- Tangible sales tools

# Selling Breakthroughs Foundations - Synopsis

## Topic 1: Need

Provides an in-depth understanding of the first (need) stage of a sell - buy transaction. You will practice, the actions and skill sets required to identify needs arising from problems, opportunities and market situations. Creating and establishing needs awareness.

### Performance & Behavioural Outcomes:

- Construct and present positive first impressions to new customers, to achieve favourable responses
- Adopt and use appropriate and positive selling and interpersonal behaviours to achieve strong and positive relationships, internal and external
- Understand buyer's attitudes and behaviours and proactively design and implement actions to influence their future positive attitudes and behaviours
- Prepare and use open and directive questions to obtain appropriate facts and information
- Prepare and use closed questions to get confirmation, agreement and commitment

## Topic 2: Priority

Provides an in-depth understanding of the second (priority) stage of the selling - buying process; You will practice actions and skill-sets required to activate needs to priority, build tension and desire to change; influence buying behaviour through understanding buying motives.

### Performance & Behavioural Outcomes:

- Identify and establish individual buyer's motives, based on understanding their specific requirements of the products or services
- Identify and establish individual buyer's level and strength of personal needs, and provide the appropriate actions and behaviours to meet the real motivators behind their buying decision
- Proactively activate the need (situation, problem or opportunity) by focusing the buyer's attention and energy on it
- Prepare and use consequence questions to focus on the advantages and benefits of taking action, and the negative consequences of delay or not acting
- Initiate the change process through provocations, and move the customer out of their comfort zone

## Investment

4-hour face to face workshop \$349+GST.

Book now limited spaces!

Workshop 1 Wednesday 28 February 2018 9am

Workshop 2 Wednesday 13 March 2018 9am

Location: Level 1, 484 Albany Hwy, Victoria Park WA 6100



**For Bookings: Contact [training@mbawa.com](mailto:training@mbawa.com) or call 08 9476 9800.**