



REAL WORLD SELLING SKILLS TRAINING ACTIVITY

Objection Handling, Closing Techniques, Sales Strategy Development

Sales training professionals are always looking for new innovative activities and technologies that can enhance their training sessions. There is a high tech, web based sales training tool that is available on a one time free trial basis for trainers, and we'd like to tell you about it.

The classroom is a great venue for solving problems experienced in the field, such as objection handling, for example. An activity that can work very well for you, is to have your sales reps profile and bring their most difficult high potential physicians to the training class. Yes that's correct, bring the most difficult physicians to the training class! Well now you can, with the unparalleled modern technology of the 360 Degree Selling Consultant© - the "Smarter Selling" model.

Here's how it works, have your reps visit our website at www.saleSCALLplanners.com and click on the 360 survey flashing icon, and complete both the self and physician assessments and "submit." The assessments analyze sales rep and physician personality traits, and how they match up. This chemistry is the critical success factor in the selling process.

This "smarter selling" model then goes a step further and examines the physician's motivational style and how it influences their prescribing behavior. The physician prescribing profile is defined according to their motivational style. Lastly, all of this information is meshed together with traditional selling skills, into a 360-degree sales strategy report that outlines the most effective features and benefits, the most probable objections and the suggested responses. The two most effective closing techniques are also included in the report.

This information can be used very effectively in a training class in a variety of ways. Trainers when they receive the 360-degree sales strategy report on a physician can take the objections and create a PowerPoint slide of them. Then put the objections up before the group and solicit responses. This allows the group to input product specific solutions. At the end, the trainer can show the

suggested responses from the strategy report, as additional information and use as a forum for group discussion.

Another way that this information can be used is by having the reps individually present their physician profiles to a partner, along with the objections. The objections can be used as a “pairs” exercise, where two reps partner up together and develop responses to the objections. The group and individual activities bring in product specificity to the session.

Another activity that works very well is by using the “closing techniques,” in group and individual sessions. The two recommended closing techniques provided in the 360-degree sales strategy report make for a good group activity. Put the closing technique on a PowerPoint slide and have the group develop product specific closes, based on the techniques. Call on volunteers to share their closing technique responses and have a group discussion. You can even go a step further and have the reps in pairs or small groups role-play the closing techniques.

The 360 Degree Selling Consultant© is available on a free trial basis for training classes, so you can try a pilot training class at no cost. Just contact us at newwaveph@aol.com, and we can help you set it up for your next training session.