



# SALESLEVERS

## Ten Steps to Sales Success

### Why?

Ten Steps to Sales Success covers the essentials, the core skills of selling. Some clients use this programme as a reinforcement and refresher to ensure the whole sales team has the core skills in place and up to date. Others use it as an onboarding programme, while others use it as the foundation stage of their sales development programmes.

### What?

Skills, tips, techniques, and methodologies for effective selling

- 1 A changing sales world
- 2 Three levers
- 3 Spot the right opportunities
- 4 Before you meet
- 5 Rapport & Trust
- 6 Understand their issues & requirements
- 7 Propose your solution
- 8 Handle objections/price
- 9 Close
- 10 Manage the sales process

### How?

Training Ground: Develop salespeople using a range of engaging sessions. through face-to-face workshops (typically 3 days), remote learning (typically mini-sessions building into a 10 hour programme) or a hybrid approach.

Kitbag: Work on a range of tools e.g., question and objection banks

Playbook: e.g., managing a complex buying process

### What if?

This is all about capability, confidence, and commitment. The payback comes from improved conversion ratios to increase sales and reduce costs of sale.

Even a 5% improvement in selling skills can deliver £25,000 extra sales for a salesperson with a £500,000 target. Not all the skills improvement will necessarily convert into the business result so assume only half does. This gives £12,500 of increased sales or £3750 of Gross Profit assuming 30% margin. Assuming a budget of £750 a head then the payback is £5 in year one for every £invested.

### Why SalesLevers?



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The SalesLevers team brings experience of training and coaching more than 10,000 individuals from over 1,000 companies in the core skills of selling. We combine this with innovative and engaging approaches to sales learning that produce tangible and sustained results.