

The key to successful selling is to know what to say and when to say it and in particular what questions to ask. This MasterClass uses a tried and tested structure to the sales process 'POWER' which can be used to influence the sale.

Accreditation

This MasterClass is accredited by the Institute of Professional Selling and attracts credits towards the ICM Diploma in Professional Selling – a degree level qualification provided by the International College of Professional Selling.

Benefits

The major benefit of adopting the lessons learned in this MasterClass will be to implement a method of structuring the sales process in order to succeed in sales interviews.

Learning Outcomes

At the end of this MasterClass participants will be able to:-

- Understand the importance of preparation when selling
- Explain why a structured and disciplined approach to the sales process will contribute towards a positive outcome
- Explain the elements of the POWER selling model
- Construct a sales story based on the POWER model for their own situation
- Acquire a skill in delivering the elements of the POWER selling model

Approach

This MasterClass is only available for in-house delivery for up to ten delegates at an all-inclusive cost of €2,495.00. A workshop-based approach is used with high levels of delegate activity.

Training Plan

Session	Purpose	Content
1	To set the scene and enable focus on the topic.	What is a sales process? Why have a sales process? What are the benefits of constructing a sales process? A standard effective sales process.
2	To explain and learn the elements of the POWER model of selling.	POWER 1. PURPOSE AND PARAMETERS. 2. OBJECTIVES. 3. WHAT'S HAPPENING NOW? 4. EXPLORE PRIORITIES AND SOLUTIONS. 5. RESTATE AND REVIEW.
3	To acquire the skills of employing the POWER model of selling.	Role Play.
4	To review the course.	Review and knowledge test.

Learning Evaluation

- Participants will undertake a knowledge test at the end of the course to assist in embedding knowledge and encourage behavioural change.
- Participants will complete an end of course evaluation.

Progression

Successful completion of this MasterClass will earn the participant credits against the ICM Diploma in Professional Selling.

Contact

For further details of this and other performance improvement programmes and processes contact us at:

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