

# INTRODUCTION TO PROFESSIONAL SELLING



*"Since I have never worked as a seller, it was important to learn the basics of solution sales. I wanted to get going quickly, book customer meetings and make deals. Much of it was new to me: sales process, sales pitch, needs analysis, pipeline and CRM tools. But the most important thing was to learn how to make a sales pitch and book my first customer meetings. The e-training gave me the tools I needed to get off to a flying start. I especially liked all the templates I could use right away."*



## TARGET GROUP

You who are new to the sales role, you who have a revenue budget and you who want to see if sales could be for you.

## GOAL

Getting a flying start in your sales career – quickly getting started with the right way to sell solutions in

today's tough and internet-driven sales world – what could it mean if you won your first deal faster? The goal is for you to be able to master all the parts of professional sales.

# 10 SKILLS YOU WILL GET TO LEARN

- ✓ The basics of solution selling
- ✓ Planning your sales work
- ✓ The steps of the sales process
- ✓ Finding your target customers
- ✓ Making a sales pitch
- ✓ Doing needs analysis
- ✓ Presenting a solution
- ✓ Planning your calendar
- ✓ Qualifying the business
- ✓ Personal goal management

*Jens Edgren, CEO of Sales Makeover*



## CONTENTS

- The role as a seller
- Organizing the selling
- What customers' buying journey looks like today
- The basics of solution selling (to whom should you sell and what should you sell?)
- How to build the perfect customer profile
- How to create a prospect list with customers and deals
- How to build your perfect conversation script
- How to create a sales pitch
- How to do a needs analysis
- Examples of needs issues in order to find the customer's pain and needs
- How to build a solution presentation
- How to use CRM systems and modern sales tools to streamline the selling

- How to build your LinkedIn profile and use Social Selling
- How to set goals for selling and activities and other goals and follow up the results
- How to organize your calendar with blocked times
- How to qualify deals and choose the ones you can win
- The book *The art of booking customer meetings* by Jens Edgren

The training will take about 4-8 hours with all training elements.

When you have completed all the training tasks and the quiz, you will receive an elegant New as a seller – Introduction to Solution Selling® diploma and course certificate.

## SALES TOOLS

- ✓ Sales matrix to find your target audience
- ✓ Template for creating a sales pitch
- ✓ Template for needs issues
- ✓ Template for solution presentation
- ✓ Template for the LinkedIn profile
- ✓ Template for booking meetings by phone, email and LinkedIn
- ✓ Template for planning the calendar with blocked times
- ✓ Pipeline tools
- ✓ The sales compass

## GET THE MOST OF OUR E-TRAININGS

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

### FOR SELLERS

**New as a seller** ▶ Solution Selling Basic ▶ Solution Selling Advanced  
▶ Social Selling ▶ The art of booking customer meetings  
▶ The art of negotiating ▶ Virtual sales meetings  
▶ Virtual sales presentations

### FOR SALES MANAGERS

B2B Sales Management ▶ Social Selling ▶ The art of booking customer meetings ▶ The art of negotiation  
▶ Virtual sales meetings ▶ Virtual sales presentations

### FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ KAM: Leading customer teams  
▶ Social Selling ▶ The art of booking customer meetings  
▶ The art of negotiating ▶ Virtual sales meetings  
▶ Virtual sales presentations

### FOR CONSULTANTS

Solution Selling for consultants ▶ Social Selling  
▶ Virtual sales meetings ▶ Virtual sales presentations



INTRODUCTION TO  
PROFESSIONAL SELLING

## ABOUT THE E-TRAINING

Salesmakeover's **New as a seller – introduction to solution sales® e-training** provides knowledge that is quickly translated into new selling skills.

### Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, with instructions and role-plays, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training). You will receive feedback on the tasks and reflections from Salesmakeover's certified instructors. The training ends with a quiz and practical tasks where you can apply the knowledge in your sales work.

# SALES MAKEOVER

www.salesmakeover.se +46 08 651 2500 hello@salesmakeover.se