

CERTIFICATE IN SALES SKILLS

SALES EXECUTIVE

AIM

The aim of this course is to provide people with experience in a sales environment an opportunity to enhance their skills.

OBJECTIVES

This course will enable students to:

- Develop a broad understanding of the knowledge required to build successful sales skills
- Develop a detailed understanding of customer relationships
- Demonstrate a step by step process to the selling and buying
- Provide opportunities to demonstrate telephone or face to face skills in difficult and complex situations
- Provide the means to employ techniques for work planning and time management
- Demonstrate methods and benefits of self development and self motivation

CONTENTS

1. Building Competence

- Knowing the product[s]
- Knowing the customers
- Knowing the employer
- Knowing the competition

2. Building Relationships

- Welcoming the customer
- Identifying customers' needs
- Building trust with customers
- Adapting to the needs and styles of your customers

3. Selling to Customers

- Planning sales activity
- Putting together bigger deals; switch selling
- Using customer knowledge to influence success

4A Advanced Telephone Skills OR

4B Advanced Face to Face Contact Skills

5 Work organisation

- Planning your work
- Setting targets
- Planning outgoing calls
- Keeping people informed
- Controlling your time

6 Self-development and self-motivation

- Developing your knowledge and skills
- Showing persistence and resilience
- Seeking and offering help
- Giving and requesting feedback

Certificate in Sales Skills

Sales Executive

**UNIT 1
BUILDING COMPETENCE**

Building Competence

We work in a very competitive business - all Sales organisations are continually looking to grow their business by focusing on the needs and requirements of all their customers. Your customers need to feel that they can trust your organisation and that by working with your company they can meet their commitments to their own customers.

At Sales Executive level you have to deal with a large number of calls but in addition you must also now work on building accounts for significant customers. You want to know everything about your customers: their business, their needs, and about them as people, in order to discover what motivates them to work with your company.

You need to know who the key people are within their business – their roles, functions and personalities. You need to use this information to find out the key business opportunities and ensure that your company continues to take a greater share of their business.

By offering them the very best level of service you can continue to get their business. They need to know that you understand the products they deal with, that you know them personally and the business issues they face. This way they will want to call your company first.

How You Can Make a Difference

- Talk knowledgeably to your customers about their products and their business.
- Know the relevant industry standards and assist customers in technical queries in order to sell alternatives and substitutes.
- Know the key sources of information available to you to assist you in resolving customer queries.
- Know the key types of job functions within customer organisations, the key decision makers and their business needs.
- Get to know the people inside your customers and identify their personal as well as business needs.

- Analyse and identify the key buying trends of the main accounts that you regularly deal with in order to build Account Plans for growing customer business.
- Work with other departments within your company to process significant customer projects / orders.
- Identify and know the main competitors in your key accounts and develop plans for increasing your company revenue.
- Be able to differentiate your company from your key competitors.
- Be able to tell your customers the key features, advantages and benefits of using your company and a full range of vendor products.

Your customers buy from us for a variety of reasons, some more tangible than others. One of the criteria they will use to decide on a supplier will be the perceived competence of the person at the other end of the phone.

For the purposes of this unit, competence is broken down into four areas:

- Product Knowledge and Technical Awareness.
- Business Customer Knowledge
- Your Company Knowledge
- Competitor Knowledge

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QUESTION	RESPONSE
List all the sources of information that you have available to you to support you in understanding your customer’s business and their needs.	

<p>How did you deal with these queries, what resources did you use? What was the impact on the customer?</p> <p>What did you learn and how are you going to ensure that you retain this knowledge?</p>	
<p>Think back over the past week and identify three product queries where you did not offer alternatives or substitutes.</p> <p>What was the impact on the customer? What can you do in the future to ensure that you are able to handle this type of product / technical query?</p>	

Business Customer Knowledge

As a Sales Executive you will be dealing with a large number of customers as well as building and developing relationships with a small number of Key Accounts. It is important that you can find out about and show an interest in, the customer and the business in which they work. The more you know them the better the chance that you can offer exactly what they are looking for, and be seen as a business colleague rather than one of a list of suppliers.

As with all accounts you will be dealing mainly with one of the three types of job function within your customers: the Purchaser, the Sales Person and the Technical Specialist.

Certificate in Sales Skills Sales Executive		ACTIVITY
QUESTION	RESPONSE	
<p>How does the nature of the relationship differ between the key accounts and the 'run rate' accounts? What do you need to do differently? What is the impact of doing things right or wrong with your key accounts?</p>		
<p>Purchaser/Buyer</p> <p>Relationship</p> <p>Do Differently</p> <p>Impact</p>		
<p>Sales Person</p> <p>Relationship</p> <p>Do Differently</p> <p>Impact</p>		
<p>Technical Specialist</p> <p>Relationship</p> <p>Do Differently</p> <p>Impact</p>		

Within your key accounts there may well be other people in the account, that are important to the selling / buying process, with whom you have had little or no contact. How do you find out about the key people in your larger accounts? What are the sources of information available to you?

Certificate in Sales Skills Sales Executive	ACTIVITY
QUESTION	RESPONSE
<p>What will be the purpose in you contacting these people?</p>	
<p>You will need to plan the calls to these new contacts. How will you explain the purpose of this call and how will you measure the success of the call?</p>	
<p>Where can you find additional information about your major client's business i.e. - nature of the business, annual turnover, number of employees, growth etc.?</p>	

Your Company Knowledge

As well as knowing your customers and the products that they buy it is also essential to know the key people internally that you need to deal with. As you deal with larger accounts you will be involved in putting together larger deals that will involve working with a number of departments.

It is important to know all the departments that contribute towards the successful completion of a large customer order / project.

Listed below are the key people you need to work with internally.

In each case what will they need from you and what will you need from them to ensure a successful sale?

Certificate in Sales Skills Sales Executive		ACTIVITY
QUESTION	RESPONSE	
Technical Specialists Need from them? Need from me?		
Warehousing Need from them? Need from me?		
Customer Services Need from them? Need from me?		

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<p>Purchasing/Buyers</p> <p>Need from them?</p> <p>Need from me?</p>	
<p>Team Members /Colleagues</p> <p>Need from them?</p> <p>Need from me?</p>	
<p>Team Manager</p> <p>Need from them?</p> <p>Need from me?</p>	
<p>Credit Section</p> <p>Need from them?</p> <p>Need from me?</p>	

In order to progress these deals you will need to have excellent relationships with colleagues from all these other areas, as well as your own team. Which of these relationships is the one you consider to be the weakest / most important for you to develop? What actions will you put in place to improve this relationship?

Certificate in Sales Skills Sales Executive		ACTIVITY	
Name Weakest Relationship			
ACTIONS	BY WHEN?	OUTCOME	

Discuss this plan with your colleagues / team manager and review the outcome on completion.

Competitor Knowledge

Who else are our customers dealing with? This is important to know. We need to know the competition that your company is up against. With this knowledge we can consider how to influence new customers to use us, and existing customers to use us more.

This will be particularly important in your larger accounts. Who are you competing against? Why do your key accounts use other suppliers? How much of their business is with you and how much with your competitors? These are all key questions you need to be able to answer if you are to build up your key accounts.

How much do you **really** know about the competition? However much you think you know about them, you can rest assured they are also trying to find out as much about your company as possible.

Certificate in Sales Skills Sales Executive	ACTIVITY
QUESTION	RESPONSE
<p>If you cannot answer any of these questions what can you do to find out?</p> <p>Who should you talk to and what questions can you ask?</p>	
<p>When you have answers to these questions identify what you can do over the coming months to improve your share of the customer's revenue.</p>	

Self Assessment

Check yourself against the Competence 'Work Organisation'.

Ask yourself:

Am I consistently achieving the standards in this unit?

If the answer is 'yes' and you feel you are ready to be assessed, tick the appropriate response.

	Yes	No
<ul style="list-style-type: none">• Talk knowledgeably to our customers about their products and their business.		
<ul style="list-style-type: none">• Know the relevant industry standards and assist customers in technical queries in order to sell alternatives and substitutes.		
<ul style="list-style-type: none">• Know the key sources of information available to you to assist you in resolving customer queries.		
<ul style="list-style-type: none">• Know the key types of job functions within customer organisations, the key decision makers and their business needs.		
<ul style="list-style-type: none">• Get to know the people within your customers and identify their personal as well as business needs..		
<ul style="list-style-type: none">• Analyse and identify the key buying trends of the main accounts that you regularly deal with in order to build Account Plans for growing customer business.		
<ul style="list-style-type: none">• Work with other departments within your company to process significant customer projects / orders.		
<ul style="list-style-type: none">• Identify and know the main competitors in your key accounts and develop plans for increasing your company revenue.		
<ul style="list-style-type: none">• Be able to differentiate your company from your key competitors.		
<ul style="list-style-type: none">• Be able to tell your customers the key features, advantages and benefits of using your company and a full range of vendor products		

Now discuss with your team manager and complete the Assessment Record.

Assessment Record

The evidence recorded here is sufficient to confirm that the Account Advisor has achieved the standards in this unit.

Student's Signature

Date

Assessor's Signature

Date

You have now reached the end off this unit - well done.

Before moving on, you should:

- **complete all of the activities in this unit**
- **complete the assignment questions**
- **complete a personal development plan**