

# SALESMANSHIP PROGRAM: THE MAKING OF "TRUSTED ADVISOR"



## OUR CLIENT

An American consumer credit reporting agency. It collects and aggregates information on over one billion individual consumers in over thirty countries including 200 million files profiling nearly every credit-active consumer in the United States". Its customers include over 65,000 businesses.

## BACKGROUND

Our client understood the critical role that effective salesmanship plays in securing long-term success especially in the dynamic nature of their market required their sales team to adapt and refine their techniques to stay ahead of the competition. Additionally, the rapidly evolving customer expectations and preferences necessitated a deeper understanding of their needs and effective communication strategies. We have tailor-made a 3-day learning program with 5 different topics: 1) the nature of sales and services, 2) creating better bonding with clients, 3) building engaging presentation, 4) negotiation and and value creation and 5) establishing personal branding to become a "Trusted Advisor"

## LEARNING SOLUTION

### PART 1: EXPLORE

The aim of this session was to enhance the understanding and application of key sales principles. It focused on strengthening the foundation of sales by delving into building blocks that contribute to success. Participants gained insights into the psychology and evolving nature of the sales process, equipping them with a deeper understanding of effective sales techniques. We also placed emphasis on developing effective prospecting habits and exploring strategies for generating qualified leads. By examining the disparities between highly effective sales professionals and average performers, learners gained insights on how to elevate their own performance. Additionally, we helped participants create and articulate the unique value proposition of their company's products and services.



### PART 2: ENGAGE



In this session, one of the learning tools was TetraMap® to provide a comprehensive understanding of natural communication and behavioural preferences. Learners were encouraged to use common language and adopt appropriate behaviours to enhance connection and productivity.

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They also gained a thorough grasp of the negotiation concept, placing particular emphasis on the creation of value and the establishment of mutually beneficial outcomes. They learned how to employ a strategic thinking framework to prepare for negotiations. On top of that, they also adopted effective communication skills by improved clarity and engagement which leading to impactful presentations. With these skills, they were equipped to apply best practices and techniques. We also emphasised the importance of creating a Best Alternative and a Negotiated Agreement (BATNA) as a foundation for negotiation success. Participants were also engaged in different simulations, gaining valuable real-world experience in the process. This session offered a holistic approach to empower participants with the knowledge and tools to excel in their negotiation and presentation endeavors.

**PART 3: ELEVATE**



During this session, we used LEGO® Serious Play®, on establishing learners' authentic personal brands that showcased uniqueness and an iconic image. Participants were encouraged to be perceived as Trusted Advisors. We also highlighted the importance of expressing passion, values, and vision, while building confidence in selling with purpose and clarity. Participants were encouraged to harvest ideas and ultimately create and commit to their personal brand statement. By the end of the session, participants gained valuable insights and tools to effectively define and communicate their personal brand, enabling them to make a lasting impression.

**Participants' feedbacks**

“ TetraMap® is a valuable tool for gaining insights into my own character and understanding how to enhance our self skills when interacting with clients of different types. ”

“ The categorization of salesperson into five distinct types offers valuable insights. It helps me to identify areas in my own characters that may be lacking and provides guidance on how to improve in order to become the most ideal type of salesperson. ”

**OUTCOMES**

The program yielded significant positive outcomes. The enhanced skills and knowledge acquired by the sales team resulted in advanced sales techniques, effective negotiation skills, and a deeper understanding of their own sales styles and customer needs. The sales team was able to effectively communicate the value of their product and services. The program fostered a more motivated and confident sales forces, leading to increased morale and higher level of professionalism.



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