

# Sales for non-salespeople

Hands-on course of 2 days - 14h

Ref.: CIL - Price 2025: 1 480 (excl. taxes)

## EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Develop a sales attitude in order to better sell your solutions or your project

Forget preconceived notions about the selling approach

Master the steps of a meeting focused on the client's needs and expectations

Argue in terms of the benefits to your contact/client

Give a structured, dynamic presentation of your solutions

Role-playing and filmed scenarios followed by a group debriefing in the techniques used.

## THE PROGRAMME

last updated: 04/2024

### 1) Adopting sales habits

- Discovering what a sales mindset really is under the surface.
- The jobs of sales.
- Mapping each step of the client/prospect relationship.
- Learning to introduce yourself and make a contact. What to do when introducing your company.
- Learning to introduce yourself to a client: How it's different from a prospect.
- Offering your client a meeting plan.
- Observing, listening, asking questions, and rephrasing.
- Decoding your client's behaviors: Posture, gestures, voice, gaze, facial expression.
- Knowing your products and how to talk about them.
- Using listings to discover new prospects.

*Hands-on work* : Presenting your company and what it can offer in one minute. Collective debriefing.

### 2) Overcoming your obstacles

- Discovering your "limiting beliefs" in your sales approach.
- Taking a step back to show good judgment and objectivity.
- Handling the most common objections.
- Overcoming your fears: What steps to take.
- Transmitting your enthusiasm: Liking your product and believing in it, using constructive language.
- Observing your counterpart's behavior.
- The iceberg effect: Conscious and subconscious.

*Hands-on work* : Handle a face-to-face situation and transmit positive emotions. Collective debriefing.

### 3) Discovering your counterparts' potential needs

- Mastering the art of asking questions during the meeting. Different types of questions.
- Asking questions during the discovery phase.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

- Taking time to rephrase your counterpart's answers to verify and reassure them.
- Using centering, echoing, and summarizing when rephrasing.
- Learning to focus on your counterpart: Empathy and listening.
- Getting in sync with your counterpart, using the same language.
- Understanding different types of needs: Functional, rational, and psychological needs.
- Selecting ways to motivate the client: SONCAS.
- Discovering ways to improve the proposed product or service.

*Hands-on work : Practicing meetings intended to discover needs. Collective debriefing.*

#### 4) Piquing your counterparts' interest

- Suggesting rather than confirming.
- Adopting the right posture to offer the products being sold.
- Finding a point of interest in the current situation.
- Parceling out information.
- Giving examples, drawing a picture with your words.
- Preparing for the next step, developing a transitional phase
- Stating your proposal.

*Hands-on work : Practicing a face-to-face situation to pique a counterpart's interest. Collective debriefing.*

#### 5) Developing a pitch

- Building a pitch with the SONCAS tool.
- Making use of the identified needs.
- Developing arguments that match the expressed needs: Selective argumentation.
- Knowing how to highlight your solution's strengths.
- Not denying weaknesses and using them.
- Listening to and accepting the client's objections. Responding without acting aggressive.
- Knowing how to conclude the meeting. Noticing positive signs given off by your counterpart.

*Hands-on work : Practicing pitches: Develop a pitch for a product or solution and then give two arguments from SONCAS based on the needs expressed. Collective debriefing.*

#### 6) Speaking to an audience

- Preparing the presentation's parts and preparing your materials.
- Learning to outline a sales presentation.
- Explaining the object, developing the content through description, announcing a plan, repeating the core message, concluding by summarizing.
- Making a presentation come alive. Stimulating the audience's attention.
- Understanding all types of psychological needs.
- Handling questions and contradictions.
- Making the question-and-answer phase effective and constructive.

*Hands-on work : Give a presentation before an audience and manage its reactions. Collective debriefing.*

## DATES

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### REMOTE CLASS

2025 : 01 sept., 15 déc.