

The art of selling

The guide



video artsTM

A Video Arts
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The art of selling

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WARNING

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No smile, no eye contact, unfriendly; the opposite to the human touch.

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- Certificate

*Copies of these resources are included within this book. They are also available on the enclosed CD-ROM or DVD to allow you to customise them to your specific requirements and to print the required number of copies from the master for the sole purpose of the training envisaged by the programme, and not for any commercial purpose.

Video-based training from Video Arts

Congratulations on choosing **The art of selling** from Video Arts to help develop the skills in your organisation. Video Arts is recognised as the world leader in video-based training, with over 30 years experience in staff development. With more than 250 programmes on video, DVD and CD-ROM/on-line covering all the essential skills of business, you can remain confident that training with Video Arts is the most effective way to improve the skillset of the people within your organisation.



Asking "can I help you?" just invites the answer "No thanks". A relaxed or casual approach is more effective.

Why train?

Train hard, fight easy - Marshal Zhukov

These days, it is difficult for organisations to become successful and stay that way. The pace of change is faster, competition is tougher, customers are more demanding, innovation is more prized, but harder to achieve.

Part of the response has been to create leaner, flatter, more flexible structures, but structures don't run organisations and create success; people do - intelligent people, energetic people, reliable people and, most of all, people with the right mix of up to date knowledge and skills.

That means people who are trained, not for a lifetime's work, not just once in a while, but as a central, continuing part of their working lives.

Why use video-based training?

Video is familiar. Television is how most people find out what is going on in the world. It is not surprising that this is a medium they are comfortable to learn from when they are being trained.

Video makes demonstration easy. We can show situations being handled badly. We can contrast that with how to handle them well.

Video is flexible. It can be the cornerstone of a course run for a group by a specialist trainer. It can quickly provide simple, clear lessons for a team whenever it is convenient for them. It can bring interest and enlightenment to a self study programme.

Video injects realism. It lets us present those being trained with emotional, as well as rational, problems to solve. Ask a group '*how would you deal with a defensive appraisee?*' and you will get a tidy, textbook answer. Use video to show them with a defensive appraisee and you will get a much more realistic reaction.

Video provides variety. Different people learn in different ways and none of us has an infinite attention span. Video provides us with a powerful means of injecting variety into our training.

Why use Video Arts programmes?

Winston Churchill once said that he loved to learn, but hated being taught.

That is the secret of successful training: how to help people who want to learn. We do it by combining:

- A storehouse of professional knowledge and expertise, developed over thirty years and drawing on some of the best minds in the business
- The highest possible production values, both in the videos we produce and in the support material that goes with them
- The magic ingredient - humour - which can make a delight of the dullest subject

Introduction

The world of business keeps on getting more and more competitive. The number of companies now looking to expand their market share and increase margins is greater than at any time in history. The enormous impact of the Internet and online trading has changed the world in a way that would have been thought impossible ten to fifteen years ago.

The decline of the manufacturing base in many developed countries, and the rapid development of the far east and India as global producers, has taken many by surprise. Some will not recover from the shock.

In this new world of business, the ability of one company to persuade its customers and prospects to buy has become more important than ever. The problem, though, is that services and products are becoming more and more similar. New products become outdated very quickly - think about the world of information technology - and so the race to stay ahead of the competition is getting tougher by the day.

Selling a service - mainly an intangible - has always presented its own peculiar set of challenges. Why should a customer choose one pension scheme over another? What's the difference between two bank accounts - apart from the company names? And is there any real reason why a prospect shouldn't choose between two life assurance policies simply by flipping a coin?

The selling edge that many companies are now looking for can be found in its people. People who understand the sales job, who appreciate the importance of making a great impression, and who have been trained in the skills required to ensure that they win more sales than anyone else. This DVD resource focuses on the key skills required by those engaged in this new world of selling. It is especially relevant to those involved in retail, or the selling of financial services, but the skills addressed are the essentials required by anybody in the sales profession.

Objectives

Those who work their way through the **The art of selling** training programme will be able to :

- Smoothly win the customers' confidence
- Discover their needs through careful questioning
- Offer appropriate choices in an appealing way
- Complete the sale to the satisfaction of the customer and company

The target audience

The programme is designed for salespeople working in any market place, but is especially relevant to those in the retail or financial services. It will serve as an effective introductory module for new staff, and as a useful refresher for those with experience.



A customer's needs are much wider than they say. You need to explore not cross-examine.

What the pack contains

The art of selling programme

The video components of the programme are on DVD.

The DVD consists of:

- The main programme, DVD extras, course leader's guide, session clips and learning chapters.
- A CD-ROM containing master copies of the various guides plus a Microsoft® PowerPoint® presentation and a blank certificate which you can customise for those who attend the course

With DVD the additional benefits are:

- Significantly increased flexibility, ease of use and interactivity. Course leaders can tailor the programme to suit the immediate needs of the group by, for example, recapping on a particular topic or illustrating a specific point at the touch of a button
- Sharper sound and picture quality
- English subtitles are included as standard on all Video Arts' DVDs

The art of selling

The best thing about dealing with a good salesperson is you don't feel like you've been sold to. As far as you're concerned you've just received good services.

This programme looks at all the common mistakes made by persons dealing with customers face-to-face and will equip staff with all the essential skills, techniques and behaviours in selling.

We see mistakes made in the classic Video Arts' style, with a narrator pointing out the mistakes and each of the mistakes are given the opportunity to make right. Using a wide range of situations, using humorous right way and wrong way scenarios help illustrate the importance of the lessons and how each lesson aids towards a successful sale.

The situations include scenes in a DIY store, a shoe shop, a hotel reception, a clothes shop, a mobile shop, bank services such a mortgages, loans, overdrafts, saving accounts, insurance and many more.

The key learning points to the programme are (list in order of appearance):

Winning their confidence

- The human touch
- The relaxed approach
- The immediate acknowledgement

Discovering their need

- Probe the request
- Listen and check
- Watch out for clues

Completing the sale

- Put objections in perspective
- Watch for closing clues
- Harness the power of silence

There are DVD extras which cover the following additional learning points:

- Confidence
- Universal skill
- Handling rejection
- Complaints
- The offensive customer

Course leader's guide

- How to prepare the programme
- A detailed session plan. This tells the course leader precisely what to do and which resources to use in each session of the programme.

Group training workbook

This workbook allows those taking part in a group training course to record the conclusions they reach during the various sessions and the actions they propose to take as a result of the course. The workbook is supplied both in this manual and on the CD-ROM or DVD.

The workbook also contains a copy of the course objectives and programme and a set of notes which summarise the main points from **The art of selling**.

Self-study workbook

This workbook, which is supplied both in this manual and on CD-ROM or DVD, contains detailed instructions to enable individuals to work systematically through the programme. Users will find that they are prompted to record their answers to questions about what they have seen and to produce an action plan.

The workbook also contains a set of notes that summarise the main points from **The art of selling**.

Presentation slides/OHPs

These are master copies supplied both in this manual and in Microsoft® PowerPoint® on disk for printing onto acetate or for use as a computer driven slide show.

Certificate

The manual and the CD-ROM or DVD also contains a blank certificate which users can customise and issue to those who have completed the course based on **The Art of Selling**.

CD-ROM and DVD

As explained above, the disks contain copies of:

- Group training workbook (Microsoft® Word®)
- Self-study workbook (Microsoft® Word®)
- Presentation slides/OHPs (Microsoft® PowerPoint®)
- Certificate (Microsoft® Word®)

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Session no.	Session content	Approx. timing
Session 1	Introduction and objectives <ul style="list-style-type: none">• Welcome and housekeeping• Objectives• Structure of the course	<i>10 mins</i>
Session 2	Overview <ul style="list-style-type: none">• DVD• Exercise 1	<i>40 mins</i>
Session 3	Winning their confidence <ul style="list-style-type: none">• DVD• Exercises 2 and 3	<i>27 mins</i>
Session 4	Discovering their need <ul style="list-style-type: none">• DVD• Exercises 4 to 7	<i>48 mins</i>
Lunch		<i>1 Hour</i>
Session 5	Offering Choices <ul style="list-style-type: none">• DVD• Exercises 8 to 11	<i>58 mins</i>
Session 6	Completing the Sale <ul style="list-style-type: none">• DVD• Exercises 12 to 14	<i>37 mins</i>
Session 7	Action plan <ul style="list-style-type: none">• Action plan• Course summary	<i>15 mins</i>
Total:		<i>5 hours</i> <i>(incl. lunch)</i>