

SA-S: Advanced Transactional Selling Telecommunications Call Centers

Course Description

Transactional Solution Selling provides problem resolution, transitioning, and selling a customer on a solution (multiple complementary products or services) that solves one or more business issues in a high speed, low touch, transactional manner.

Advanced Transactional Selling uses the broad knowledge you currently have in Transactional Solution Selling and adds depth in key areas of the process such as; Active Listening & Building Rapport, Transitioning/Interviewing, Horizontal, Vertical & Executive Level Positioning, Closing and Knowing your Competition, Your Company and Yourself.

Why This Course is Needed?

You've taken your Customer Care, Inbound or Outbound sales staff through Transactional Solution Selling and they've had about a year to practice what they've learned. Now you need to bring their sales skills to the next level.

With the Applied practice that your Sales Executives experience in this course, business results are immediate.

Here are two examples of how these results can benefit your sales staff.

Target Audience

Sales (Inbound, Outbound or Acquisition) knowledge and experience is required. SA-S Transactional Solution Selling course completion is a plus. Telecom technical knowledge and experience is preferred.

Length

2-days – With TSS Prerequisites
4-days – Without TSS Prerequisites

As you may know... our advanced TSS Training started yesterday... and we already have great success stories that I thought we would share!

FYI: TSS stands for Transactional Solution Selling...



Our Sales Executive was speaking to a customer and decided to use some of the training. "I asked, what are your growth plans over the next six months? I had to put the customer on mute while I giggled because I couldn't believe I asked that. Then the customer said he was opening 3 new stores. Wow, it worked. So instead of offering a product like I normally would, I asked business questions, [learned from the previous days training] I asked how much is that going to cost? The customer responded with \$3,000,000. Wow!"

SE not only used the new techniques to get the follow up business for the new locations but in setting up a Market Expansion Line he suggested a custom number for \$250. The customer objected to the cost **SE** was able to position the \$250 cost vs. the \$3,000,000

Our Sales Executive received a call from an attorney that wanted to be transferred to repair. **SE** asked about the issue the customer was dealing with. The customer explained that his dial up connection was timing out as he was trying to download pictures. Instead of offering a product **SE** immediately asked what the attorney's billable hour charge was which he found to be \$200/hour.

SE then asks questions to understand how many times the customer was experiencing the problem. **SE** then pointed out the impact to the business by stating "Wow \$200 is a lot of money to be spending that much time on your dial-up." By first gathering problems and showing the customer the business impact prior to offering a product, **SE** was able to close an HSI sale on this initial contact.



Course Objectives

After completing this course you will be able to:

- Use the broad knowledge you currently have in Transactional Solution Selling and add depth in key areas of the process such as
 - **Active Listening Depth**
 - The 80 Percent Syndrome
 - Building Rapport
 - **Transitioning/Interviewing Depth**
 - The Decision Making Process
 - Dealing with the Decision Maker
 - The Decision Flow Diagram
 - **Positioning Depth**
 - Executive Roles and Responsibilities
 - Four Basic Principles of Good Business Acumen
 - What Does The CxO Need To See
 - Executive Level Positioning
 - Driving Impact Dollars
 - Detailed Questioning
 - **Solution vs. Business Related Benefit**
 - Solution/Benefit Depth - Telecom Spend Depth
 - **Closing Depth**
 - Planning for Objections
 - Handling Objections
 - Dealing with Rejection
 - **Knowing your Competition, Your Company and Yourself**
 - Strengths, Weaknesses, Opportunities & Threats

