Selling The Dream

Beginners Guide to Effective Sales

Administrate

getadministrate.com

“Everyone lives by selling something.”

We’re proud of our Scottish roots at Administrate, and the above words are from one of our own - Robert Louis Stevenson. We’re here to help you get started with an effective sales process, and in turn create predictable training revenue.

For advice on generating more prospects and promoting your brand, check out our “Supercharge Your Course Sales” ebook!

Getting Started

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Start The Conversation

You've worked your prospect through your campaign or sales funnel, or they've came to you directly and asked to talk. A sales conversation typically starts with one objective - and that's not to "sell"! Your key goals are:

- Create a clear vision of what a dream solution to their problem would be.
- Connect your training to that solution.

Remember that the sales process isn't a one-way street. It's also on them to prove that they're worth your time in pursuing them as a lead, and that they will benefit from your training.

Creating the Challenge

In your conversation, aim to establish the following to assess how committed they are to solving their problem. In other words, do they actively want your training, or is this an exploration of the market.

Time - How interested are they? Are they ready to take action? When?

People - Are they the decision maker? Do they have influence over them if not?

Progress - Do they want to proceed to the proposal stage?

Understanding the answers to these 3 key areas will help you identify the opportunities that provide most value for your time.

Discovery Call

Once you've got the call lined up, and know the areas you need to understand, it's time to make the call. The biggest challenge that staff not used to sales calls face, is focusing on the prospect, instead of your business. Focus on asking open-ended questions about their business - people find it far easier to talk about their business as it is, than understand your solution to their problems.

Consider asking some of the following questions to learn more about the business and team:

- What training do you currently offer?
- What are your challenges now?
- What does an ideal solution look like for you?

- Have you tried and failed with this before?
- How often do you review training?
- When are you looking to begin the project?

Tips For Success

Once you've got used to the flow of a discovery call, try the following to enhance your success rate:

- Ahead of the conversation, call someone lower down in the business than your prospect. By finding a more junior member of staff, you'll get a fresh perspective on life at the company, and understand the day-to-day challenges faced.
- Ask for referrals. This can either be someone in another team, or in another company that they know from their network. Word of mouth is a vital marketing channel, and getting a warm introduction can accelerate your training sales process.
- Question everything. Keep probing your prospect about the challenges they're facing, and what gaps they have. When they give you the answer, ask them simply "what else?". This will give you a wider picture of the company approach to development.
- Get to the point. If it's not clear what benefit your training would bring - ask! Whether it's you missing the point, or them failing to see a problem, clarity will help you deliver a proposal that actually answers their needs.

Build A Champion

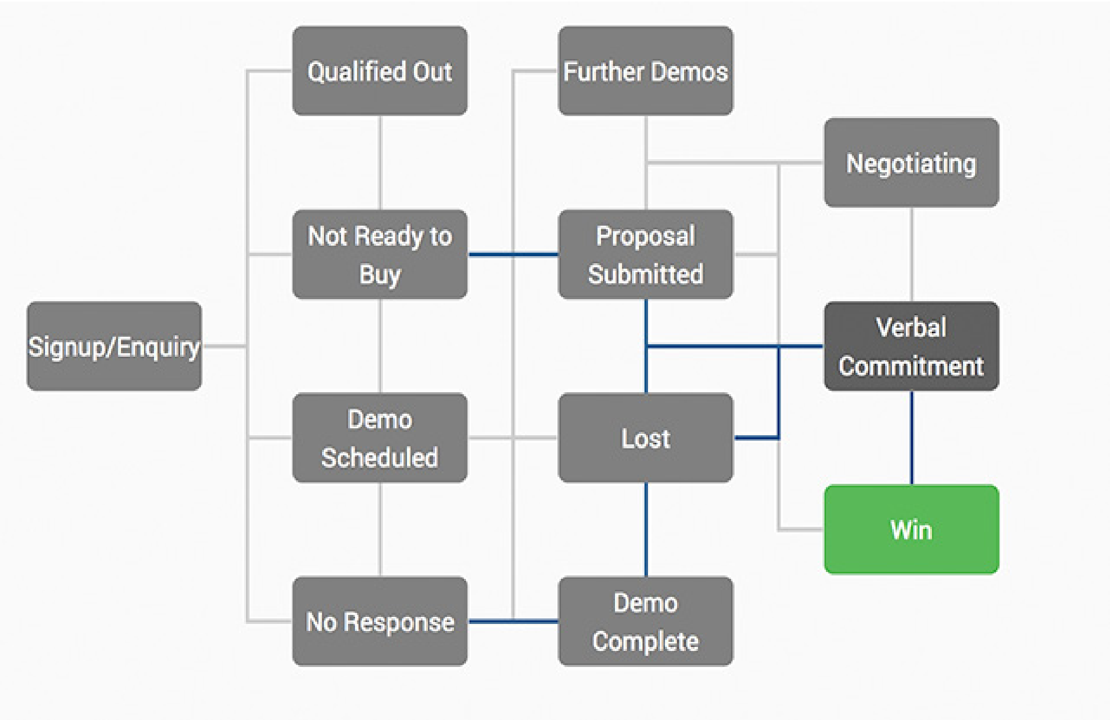
No matter how great your training is, and how keen your prospect is, sometimes it just can't happen. Maybe they need to convince more people, or your diaries just don't align. In any case, keep at them! Even if they won't become a customer for you today, by maintaining a positive relationship you'll be their go-to trainer as soon as they need it!

All it takes from you is asking what they need to be successful, and finding a way to give them it. For example, if they're struggling to manage their time, share some of your experience and advice with them. Remember, if they move role, or gain a promotion, they could become a valuable contact very quickly!

In short, aim to be persistent, but respectful - checking in every few weeks or so should help you do just that.

Manage Your Pipeline

Creating revenue that's dependable needs a pipeline that's reliable. When prospecting, we work through a progressive funnel, leading from awareness building, through to prospect warming and conversion into a warm lead. After this, your sales process begins, and enters into a pipeline similar to the below:



Using your opportunity tracking system, like the above from Administrate, you can track and measure your prospects as they go through the sales process. It's important to note that prospects can move backwards and forwards across this flow until they've signed an agreement, so effective visualisation of your funnel is vital.

Calculate how many proposals you send, in reference to how many training engagements you successfully land. If this number is less than 50%, then the chances are that you're submitting proposals too quickly, or to the wrong people. Ensure your prospect is ready to receive a proposal by arranging a scoping call, in which you will discuss exactly what the training requirements are. Not only does this help you bill more accurately, it requires more time from the prospect - increasing your engagement, and chances of success.

Get In Touch

Ready to amplify your training sales? Get in touch today!

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