The Questas Academy

PROFESSIONAL SELLING:
Win more of the right work from the right clients

A 12-week programme aimed at taking you from a 'reluctant' seller to one who is confident, willing and able!

Not everyone is a natural salesperson, some find it very difficult and would rather someone else do it, others will have a go but get varying results! Questas has worked with reluctant and unnatural salespeople for over 10 years and this programme is built on the experience we have of people who have a high degree of expertise and need to be able to sell themselves and their services, either for their own business or for the company they work for.

We have also spoken to many buyers of professional and engineering services and have built an understanding of what motivates them to want to work with one provider over another, even when they say they can do the same things!

Who is this for?

Established or upscaling businesses who have reached a point where they need to expand the number of people who are work winners.

The people attending the course are those who have expertise but lack the skills and confidence to do it well.

They are most likely working in one of these sectors:

- Engineering (Civil, Mechanical, Structural, Electrical)
- Environmental consultancy
- Construction
- Surveying
- Quantity/Cost Consultant
- Scientific innovations companies
- Law
- Finance & Accountancy
- Management consultancy

Our Professional Selling Programme

With the above in mind our programme has 12 modules delivered over a 12 week period

Mod No.	Module	Duration
1	Welcome to the programme • What to expect • Introductions • Group page usage (workbook, templates, exercises, chat)	60 minutes
2	The Psychology of Selling: We can all succeed at sales • Mindset • Extrovert/Introvert • Motivating vs Persuading	45 minutes
3	Marketing – Motivating your ideal client to 'come to the table' • Planning/Positioning/Prospecting • Focus on the 'right' target clients • WHO/WHAT/HOW • Understanding the Buyers Journey	60 minutes
4	Networking: Nurturing you network and working the room • Who is in your network? • Who do you want in your network? • Planning for events • Working a room • Following up	45 minutes

5	Client Sales Conversations: Structuring effective BD meetings • Planning your meeting • The 3i model • Opening the meeting • Exploring the client's world • Inspiring them to take the next step	60 minutes
6	Live Group Coaching • What have you put into practice? • What's working? • What are your challenges? • Q&A	60 minutes
7	Emotional intelligence and client relationships • Understanding personality types and how to spot them • Outing ourselves in our clients shoes • Adapting behaviour • Motivating clients to say yes!	45 minutes
8	Pitching: Putting forward compelling solutions • Selling the impact not the service • Overcoming "So What" • Crafting the message to hit the 'hot buttons' • Presentation skills: Do's and Don'ts	60 minutes
9	Written Selling skills: Winning bids and proposals • Plan • Structure • Responding to formal requests for proposals – golden rules!	45 minutes

10	Key Client Management: Planning to protect and grow your best clients • What is it? • Purpose: Why is it so important? • How to choose Key Clients • Account plans and tools • The Trusted Adviser – how to become and stay one!	60 minutes
11	Cross-Selling: Winning new services with existing clients • Definition: Dispelling the negative connotations • Uncovering opportunities • How to introduce subject matter experts • Selling the benefits	30 mins
12	Group coaching – Panel session • Sharing learning • Q&A with the panel	90 minutes

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The Modules Explained

1. Welcome to the programme – the keys to success

Others simply see themselves as the technical expert and hope someone else will do the selling. In this webinar we dispel the myths around selling and unlock the secret to moving from reluctant to willing and able salesperson. This will be the first time we get together in a live setting. We'll have the opportunity to meet our fellow reluctant salespeople, share our stories, discuss our objectives and explore some of our collective strengths.

2. The Psychology of Selling

Anyone can succeed in selling but some of us are reluctant to sell. Some people have a view of a stereotypical salesperson and decide, I can't do that or, I don't want to do that. This session will demonstrate that if we have the right mindset we can all motivate clients to buy from us.

3. Marketing: motivating target clients to 'come to the table'

It is an ever increasingly competitive marketplace. How do we get 'heard' through all the noise? Nigel Clark takes us through the practicalities of targeting and encouraging our target market to want to speak to us or, in some cases, include us on their invitation to tender list.

4. Networking

Building a network of co-professionals is arguably the greatest use of your time. My dad often said to me "it's not what you know but who you know" and while the 'what' is important you can't argue the fact that the best opportunities come from referrals. This session will look at online and offline networking, how to work a room and how to build a following of fans.

5. Client Sales Conversations

However, we 'get to the table' that first meeting is likely to be the difference between a long-term profitable relationship and a missed opportunity. Our tried and tested 3i Model provides the structure to conduct a first meeting. We will also share the key communication skills that will motivate your prospect to want to buy from you.

6. Group Coaching – Sharing & Learning

After session 5 we will ask you to put your new-found techniques and skills into practice so that when we come back for this session, we can share some stories from the front line. How did it go? What went well? What do you need to further work on? An opportunity to ask the course Director anything!

7. Emotional intelligence and client relationships

Developing your EI is a life skill that benefits in all interactions. We know that people buy from people they know, like and trust and therefore understanding ourselves, looking out for emotional triggers both in us and the buyer will enable a smooth transition from ‘interested’ to “where do I sign”.

8. Putting forward compelling solutions – Pitching and presentation skills

Presentations that pack a punch, whether online or ‘in the room’ will build our personal brand as a great communicator. Being able to engage an audience, to hit their ‘hot buttons’ and to leave them knowing, liking and trusting you.

9. Writing winning proposals

Writing is a wonderful skill, being able to articulate your message, to tell an engaging story that paints the picture of an ideal future is one that the best copywriters are naturally blessed with. Fortunately, we have some of the best in the business who are generous enough to share their wisdom.

10. Account management – Becoming and staying the Trusted Advisor

Once we have clients, we want to keep them! It is 7 times easier selling to an existing client than it is to land a new one. Whilst it is vital that when we are in ‘delivery mode’ we are meeting (even exceeding) client expectations but it is not enough to simply “let our service do the selling”. We must be proactive and ultimately work to becoming the Trusted Advisor so that our clients will not be tempted away from our competitors.

11. Cross-Selling. 30 minutes – E-learning

When we have a client relationship and we have achieved a trusted status we have earned the right to introduce other services. This short, interactive course guides people through a scenario where participants are asked to make some choices about how to best create and close a cross-selling opportunity

12. Live Group Coaching – Panel Q&A

As a finale to the programme we bring together module facilitators to answer all your questions. We share experiences of using the tools and techniques and provide coaching in any areas relating to the course modules.