



# The Master Performance Academy Sales Coaching System Overview

## Programme Modules Outline

### Introduction

- Welcome
- How to get the most out of this Program
- Never, Ever Give Up!

### 1. **Designing Your Future Success**

- 8 Rules for Your Success
- Why Set goals?
- The Wheel of Life
- Designing Your Own Wheel of Life
- S.M.A.R.T Goal Setting
- How to Stay Motivated and on Track

### 2. **Top Traits of Great Salespeople**

- The Top 5 Traits that will make you Great
- How To Dominate the Top 5
- 1. Attitude
- 2. Personal Presentation
- 3. Exceptional Sales Skills
- 4. Follow Up
- 5. Time Management
- How to Develop a Winning Edge in Selling

### 3. **Relationship Selling**

- The New and Old Model of Selling
- How To Gain Massive Creditability
- The 5 Types of Sales People
- How to Win the Price War
- When to introduce your Sales Manager
- How to Build Customer Relationships
- Why do we Ask Questions?
- Discovery Questions



#### **4. Prospecting Power**

- Why Prospecting is Different from Selling
- 10 Characteristics of Great Prospectors
- The Who, The Where and The How
- Know Your Ratios and Why they are Important
- Prospecting Rules
- A Proven Script for Telephone Prospecting & Cold Calling
- How to Handle Telephone Objections
- Email Prospecting – A Proven Template
- Social Media Prospecting – LinkedIn and Facebook
- How to Cold Visit
- Selfie Video Messaging
- Why Practising is so Important

#### **5. How To Turn Opportunities Into Sales**

- Introduction
- Why Performance Standards Are So important
- How to Handle Telephone Inquiries - Incoming
- When to Ask For a Face to Face Meeting?
- How to Set Appointments that Will Show
- How to Handle Internet Inquires
- Strategies for All Social Media Enquires
- When Should you Leave a Phone Message & What Message to Leave

#### **6. Powerful Sales Presentations**

- Introduction
- Presentation Rules
- How to Maintain Control
- Demonstration Basics
- Feature, Advantage & Benefits
- How to Use “Assumptive’s” and Gain Mental Ownership
- Introduction to Power Selling Statements
- Presentation Mistakes
- Why Buy From Me?
- How to “Next Level” Your Presentation

#### **7. Follow Up**

- Why Follow Up?
- The Importance of Follow Up

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- Pre-Sale Marketing Follow Up
- Pre-Sale Marketing Follow Up Strategies
- No-Charge Marketing Follow Up

## **8. How To Gain the Commitment Part 1**

- Introduction
- How to Identify Buying Signals
- What is a Trial Close?
- Trial Closing Questions you can Use
- Trial Closing Objections
- To Quote or Not to Quote?

## **9. How To Gain the Commitment Part 2**

- The Rules of Closing Part 1
- The Rules of Closing Part 2
- Closing Strategies Examples
- Create Your Own Closing Toolbox

## **10. Mastering Objections**

- Defining Objections
- What Generates Buyers Objections?
- 8 Steps to Mastering Objections
- The 5 Step System for Handling Objections
- Demonstration of the 5 Step Method for the Motor Industry
- The 8 Step System for Handling The Price Objection
- Advanced Objection Handling Strategies

## **11. How to Sell to Different People Differently**

- Understanding Difference
- Recognising “The Socialiser”
- Recognising “The Director”
- Recognising “The Thinker”
- Recognising “The Relater”
- How to Deal with, Sell to and Negotiate with the Different Styles

## **12. Negotiating**

- What Negotiations Do You Get Involved In?
- Qualities of Top Negotiators
- Structure and Phases Of A Negotiation



- 10 Strategies For Effective Negotiating
- 20 sources of Power

### **13. How To Create a WOW Customer Experience**

- How to create a WOW
- How to Deliver EXTRAORDINARY Customer Service
- Offer VIP Appointments and various other strategies
- How to Get Great Video Testimonials – What questions to Ask and How to Make them Powerful

### **14. Review and Beyond**

- End of Program Assessment

# **Master Performance Academy Train the Trainer Video Library Overview**

## **Programme Modules Outline**

### **1. Introduction: Set Your Team Up**

- Morning Meeting
- 3 Questions to Ask
- The more you Put in the more you will Get out.

### **2. How to Set Great Goals with Your Team**

- How to Set Goals with Your Team
- How to Conduct a Performance Appraisal w Template
- How to Commit Your Team to Success w Template

### **3. Your Team's Winning Edge**

- How to Create some Healthy "in-house" Competition
- How to keep it FUN

### **4. Relationship Selling Coaching Session**

- How to conduct a Role Play Session w Guide
- Role Play Rules w Template
- Role Play Questions w Template
- Role Play Discovery Questions/Meet and Greet

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## 5. **Prospecting Training Session**

- How to Role Play all the Word Tracks
- How to Role Play Phone Objections
- Role Play and Rehearse “Selfie” Videos

## 6. **How to Capitalise on all Sales Enquires**

- Role Playing Incoming Phone Enquires
- Brainstorm other Incoming Enquires – e.g. internet, social media etc
- Tracking all Enquires coming into the Business

## 7. **Sales Presentations Coaching Session**

- Brainstorm the FAB's table and Roleplay
- Brainstorm Assumptive's and Roleplay
- Roleplay Power Selling Statements
- Brainstorm “Next Levelling It”

## 8. **Follow Up Coaching Session**

- Brainstorm Follow Up Strategy Plan
- How to Roleplay Selfie Video Follow Ups
- How to Follow Up the Customers who **DON'T** buy from you Script
- “When Things Go Wrong” Process

## 9. **Closing Training Part 1**

- How to Brainstorm/Roleplay Buying Signals and Responses
- How to Brainstorm/Roleplay Trial Closing Questions
- How to Handle Objections that may come up

## 10. **Closing Training Part 2**

- How to Roleplay Different Types of Closes
- How to Handle Objections that may come up when Closing

## 11. **Objection Training**

- How to Roleplay 5 Step Method and Objections
- How to Roleplay 8 Step Method and Objections
- How to Roleplay Feel, Felt, Found Method
- How to Brainstorm/Roleplay Pre-emptive Strike

## 12. **How to Sell to Different People**

- How to discuss/brainstorm with your team the most popular personality that buys from you



- How to approach them easier/more effectively
- How to manage tougher client personalities

### **13. Negotiation Training Part 1**

- How to Discuss “Things you should never say in a Negotiation” ideas and challenges
- How to Discuss “Characteristics of Top Negotiators” ideas and challenges w. Training Tip Template

### **14. Negotiation Training Part 2**

- How to Discuss “Structure for a Great Negotiation” ideas and challenges
- How to Personalise your own Negotiation sheet and Roleplay through
- “7 Sales Negotiation Roleplay Exercises” Template included

### **15. How to Create a WOW with your Team**

- How to Discuss better “Customer Experiences” within the workplace
- Discuss how to get better Referrals w Template
- How to practice/roleplay getting video testimonials
- How to ask better questions during a testimonial