

# High-Impact Field Sales

A one-day course designed to help field salespeople gain the skills they need to sell with confidence in a face-to-face environment.



**Program Length:**  
1-Day Session

**Who Should Attend:**  
Salespeople of all levels, their managers and supervisors.

- Course Materials:**
- Facilitator Guide (includes one complete copy of the Participant Guide)
  - Participant Guide
  - Training Materials CD-ROM with Microsoft® PowerPoint® presentation
  - CD-ROM with 45-minutes of audio facilitator information
  - Wall Chart

**To Order,  
Call Toll Free  
1-888-331-7446**

“Field Sales” is an age-old method of selling and for many the term conjures images of extensive travel and persuading people to buy something. But changes to the field sales environment over the last decade—the Internet, security concerns, rising product and service complexity and corporate buying regulations—have altered the playing field. The modern field salesperson must present value for the buyer not only in the final product or service, but also during the buying process. Crafting conversations that present value is one of the key objectives of *High-Impact Field Sales*.

*High-Impact Field Sales* is an interactive, facilitator-led training workshop designed to educate sales professionals of all levels to sell in the field with confidence. This workshop is centered around a five-step sales model and based upon a series of sequential activities the field salesperson must accomplish to get the sale. Upon completion of this course participants will have mastered three primary skills –

1. Techniques and methods to organize their territory and time effectively;
2. How to conduct a customer sales interview;
3. How to make an effective and engaging customer presentation.

## **High-Impact Field Sales Session Objectives:**

1. Understand the 5-Step High-Impact Field Sales Model
2. Identify ways to prepare for the field sales call
3. Learn how to penetrate accounts more effectively
4. Determine how to manage a territory effectively
5. Learn how to probe for active needs
6. Learn to present their product/service as a solution
7. Overcome customer objections
8. Ask for and close the sale

**Business  
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## Course Agenda

## Participant Exercise/ Discussion

### Welcome to *High-Impact Field Sales*

- Discuss participants' views of sales
- Generate ideas on the secret of sales success
- Discuss the challenges to field salespeople
- Describe common misconceptions about field sales
- Discuss differences between a presentation and a conversation
- Share a reference story of a sales model used in the past and the success that came with it

## High-Impact Field Sales Cycle Step 1: Planning the Call

### Features - Functions - Benefits

- Discuss the differences between features, functions and benefits
- Identify feature, function, and benefit statements

### Business Problems and Opportunities

- Identify business problems or opportunities for your product or service
- Create a Features-Functions-Benefits Matrix for one product/service you offer

### Reference Stories

- Identify the six components of a reference story
- Develop a customized reference story on a specific product/service

### Identifying and Managing Key Customer Information

- Discuss strategies for managing key customer information

### Account Penetration

- Discuss the three methods of account penetration

### Personal Business Plan

- Complete business plan specifics to help set personal goals

## High-Impact Field Sales Cycle Step 2: Receiving the Call

### Whom to Call

- Discuss the "Whom to Call" Matrix
- Complete the "Compelling Reasons to Call" Skill Builder

### Opening the Call

- Identify the four key components of the call opening
- Share examples of sales call openings
- Complete the "Developing Your Own Compelling Reason to Call and Call Opening" Skill Builder

## Course Agenda

## Participant Exercise/ Discussion

## High-Impact Field Sales Cycle Step 2: Receiving the Call

### Probing for Active Needs

- Discuss the steps for probing for active needs, including examples of vertical and horizontal account penetration and time penetration

### Open- and Closed-Ended Questions

- Complete the Open- and Close-Ended Questions Activity

## High-Impact Field Sales Cycle Step 3: Communicating the Solution

### Presenting Your Product or Service

- Identify strategies for presenting your product/service as a solution to your potential customers' needs
- Review trial close examples
- Complete the "Presentation" Skill Builder
- Complete the "Elements of Product Risk" Skill Builder

## High-Impact Field Sales Cycle Step 4: Overcoming Objections

### Types of Objections

- Identify Common objections and write responses to each
- Learn the four types of objections
- Discuss the ACT model as a way to respond to common objections
- Complete the "Open and Closing Objections and Dealing with Your Common Objections" Skill Builder

## High-Impact Field Sales Cycle Step 5: Closing the Sale

### Closing Process

- Complete the "Closing Process" Skill Builder

### Verifying Customer Commitment

- Develop ways to verify customer commitment to your product/service

### Call to Action

- Review key training points
- Write 3 action items you can implement immediately

## Course Facilitation

Facilitators play an important role in the *High-Impact Field Sales* course by leading participants through a series of lectures, exercises and group discussions. The comprehensive Facilitator Guide is divided into three key sections, making it easy for the facilitator to prepare for and deliver the course.

### Facilitator Guide Components:

#### Section One: Pre-Session Materials

This section contains information to aid in the preparation and planning for the training session. It includes:

- An overview of *High-Impact Field Sales*
- Thoughts on how to determine the participants' learning needs
- Possible session agendas
- Checklist of items to complete before the training session
- Pre-session e-mail for participants and their managers

#### Section Two: Conducting Your Session

This section contains materials to aid in the delivery of the training session. Each learning objective is outlined in detail. A time table is included as well as tips on what can be done to be better prepared. Additionally, copies of PowerPoint® slides from the session are included to make the presentation easier to facilitate. The materials have been designed with a "Notes" section on the right-hand side of each page, allowing the facilitator to add personal thoughts and ideas to the presentation.

#### Section Three: Participant Materials

A complete copy of the Participant Guide is included with the Facilitator Guide. The facilitator may use this copy to add notes and answers that will help in facilitating a smooth training session.

### Participant Guide:

Designed as a resource booklet for sales representatives and arranged in workbook format, the Participant Guide is intended to facilitate interaction during the workshop and to serve as an on-going resource.

### Training Materials CD-ROM:

- Printable files of the overheads
- A "Certificate of Learning" template
- Microsoft® PowerPoint® presentation
- Reproducible masters

### Audio CD-ROM:

The audio CD-ROM includes a 45-minute presentation to introduce the core concepts included in this workshop.

### *High-Impact Sales Wall Chart*

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**Pricing:**

**Complete Course**  
\$695

**Participant Guide**  
\$58/each

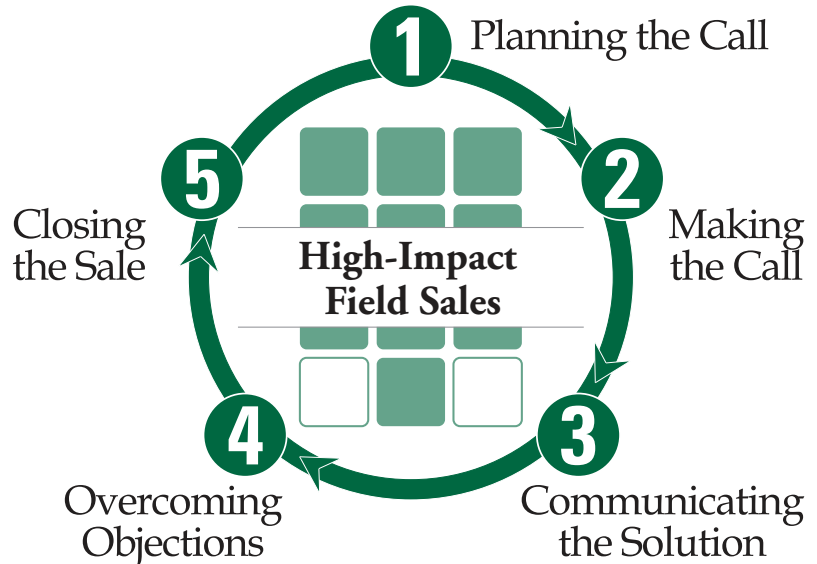
On-site Facilitation and Public Courses are available; please call **1-866-440-5970** for more information.

**Other products in the High-Impact Series:**

- *High-Impact Telephone Sales*
- *High-Impact Field Sales*
- *Leading High-Impact Sales*
- *Selling Services in a Product World*

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**High-Impact Field Sales is based upon the 5-Step High-Impact Sales model.**



*High-Impact Field Sales* is based on the premise that a salesperson's job is not just to persuade someone to buy their product or service. Customers want to buy things; they need to buy things. The job of a high-impact salesperson is to *help* people buy.

The 5-Step High-Impact Sales model will help your salespeople plan their sales calls, determine which customers they should be calling, position their product or service as the solution to the customer's needs, develop strategies for overcoming objections and ask for and close the sale.

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