



*The business improvement people*

**KoruConcepts™**

# The Sales Skills Kit

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*“It is easier to prevent bad habits than to  
break them”*

Benjamin Franklin

## 1. Introduction

Good selling is a sustainable competitive advantage. Good sales people win when they have no right to because their product/service is not necessarily the best and not the most price competitive, their competitors are entrenched in the account and even when their company has financial difficulties. They achieve these outstanding results because amongst other things they:

-  Have an intimate knowledge of their customer's business, its issues and opportunities
-  They have the right attitudes
-  They are always looking to learn, even if they have been on the same course before
-  They can articulate the true value of their proposition, and
-  They understand the science of selling and practice the skills that the science demands

It is every sales manager's dream to have a sales force made up of these people, but it is only a dream. It is much better to have a personal objective of developing a sales force of such people.

## 2. The problem

Improving the performance of their people is a primary task of a sales leader. Getting every individual up to and beyond the level of the best performer should be a key objective. This does not mean they are expected to be trainers, but they must be coaches. Generally speaking coaching is a one to one activity; understanding a sales person's strengths and weaknesses and then setting out, executing and supporting a personal development plan. However selling requires a small number of core skills which should be practiced on a regular basis. In the same way that coaching is a reinforcement process, regular practice with peers and management is also a reinforcement mechanism. This is where the skills enrichment sessions of sales meetings or even half day refreshers are appropriate. The issue is though, where do you get the material that can be used by sales leaders, senior salespeople and peer groups to run such sessions. The answer is you can do it yourself which is time consuming, or you can bring someone in to do it which is expensive, or you can buy the material in if there is an organisation willing to let you have their intellectual property?

### 3. A solution

Koru's directors are all highly experienced sales professionals and managers having over 90 years experience in their chosen profession. We have during that time developed a significant amount of training and coaching material that is packaged for our own assignments and which we make available to clients at the end of such assignments. The material is built on the principles of:

-  It is really difficult to measure the return on investment in training, and if you can't measure it why do it
-  Keep it simple, focus on the basics
-  Learn in the morning and do in the afternoon as this provides immediate reinforcement
-  Sales leaders have only one asset, their people. 50% of a sales leader's time should be spent with their people. Coaching sustains the learning process

The Sales Skills Kit is a compendium of learning materials designed for sales professionals to deliver to their people and/or peers. It contains:

-  Workshop Materials for 10 skills modules
-  A multipurpose case study for the testing of skills through simulations
-  A set of PowerPoint slides for each module
-  An overview of each module
-  A three day training session to train your workshop leaders

### 4. Contents

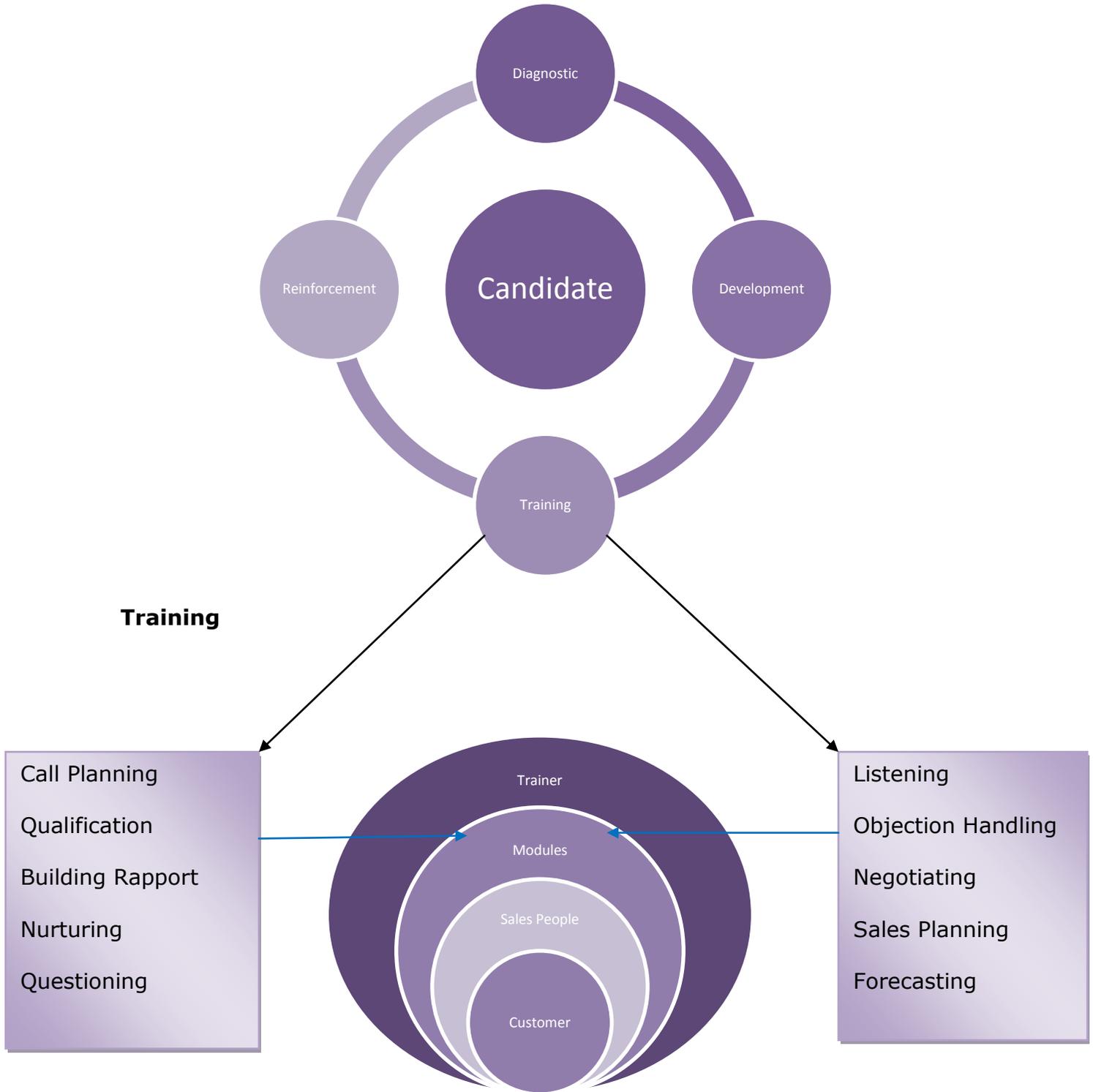
Despite the hype of sales 2.0, the multiple sales methodologies available and the plethora of sales gurus all with their own tips and techniques our philosophy remains that selling is an easy to understand process, and that the fundamentals of selling have not dramatically changed. Simplicity is our watchword and the materials fit that watchword. The content reflects a day in the life of a salesperson from a first contact through to close and has a case study and simulation to support each and every module. Each module is designed to take no more than two hours thus creating a degree of pressure on the participants. The subjects covered are:

- a) Call Planning – Every interaction with a prospect is an opportunity to move the sale forward. In this module the emphasis is on planning for success and making the best use of limited time

- b) Qualification – The biggest thief of sales time is poor qualification. In this module we identify a well used method of qualification and practice it in theory and in real life situations
- c) Building rapport and relationships – The old adage that people buy from people is still true, even though interactions nowadays are not all face to face. The focus here is about understanding your prospect and the elements of building a trusted adviser relationship
- d) Nurturing – Not all prospects are ready to buy now, some may not want to buy for a year or even more. To cope with this without devoting too much sales time and not just walking away and dropping the lead is the thrust of this module
- e) Questioning – Probably the second most important sales skill. In this module the focus is on asking the right sort of questions at the right time, getting to the root cause of an issue or opportunity and understanding the replies
- f) Listening and comprehension – This is a natural follow up to questioning by testing understanding from that module preceded by a simple listening test.
- g) Objection handling – Understanding and handling objections in an empathetic and professional manner is a major part of selling. This module puts the emphasis on really understanding a prospect's concerns and providing a simple process for handling them
- h) Negotiating – Sales people are not professional negotiators, but buyers generally are. Good buyers know the basis of negotiating is Win:Win and this is the emphasis of this module
- i) Sales Planning - Building a plan to maximise success through a focus on delivering financial benefits is what this section is about.
- j) Forecasting – A rigorous approach to developing a robust sales forecast

The diagrams below shows the *Koru approach to sales process improvement*.

**Skills Analysis**



## 5. How it works

Koru will license the materials as described above and will provide three day of coaching for whoever the client nominates. The objective of this is to ensure that people are confident and know the material. From time to time Koru will provide updates and/or additions to the materials which will be made available to all clients under the terms of the license.

## 6. Benefits

The key benefits are:

-  **A great return on investment** – reduce the lost opportunity time, travel, hotel and course costs or buying in of tutors. The true cost of sales training is probably 3 times the cost of the course, and even greater if the training is not reinforced. With a sales team of just 4 people having 5 days training per year you will get at least a 3:1 Return on Investment (ROI) in the first year, thereafter it will be significantly greater
-  **Easy to learn and deliver material** – good sales people and managers should know this material, so the learning curve is shallow. Your sales people will be developed by professional sales people and not professional trainers. By using common material a peer and management coaching culture can be built, thus enhancing sales performance and return on investment.
-  **Pick and mix modules** – most training is broad spectrum, i.e. it covers a wide range of topics. The Sales Skills Kit allows you to use what you need when you need it delivering the right training at the right time
-  **Tailored to your specific requirements** – we place few restrictions on what you do with the materials; you can badge it, add, change or remove sections. The flexibility is infinite
-  **Training for your company and markets** – at the heart of the material is a generic case study. This can be redeveloped to give absolute relevance to your products, services and markets to create greater relevance than would be provided by general sales training
-  **A complete sales skills training package** – for people new to sales you have no need to go to external sources for your sales skills training a further saving in costs and your coaching culture for reinforcement will further improve your ROI

© **Additional benefits** – clients of the Sales Skills Kit will receive access to our account planning methodology as part of this service. This will deliver the following benefits:

- It focuses resources on those sales opportunities that can be won within an acceptable sales cost
- It improves Account Managers' time management by focusing on what is important
- It moves the seller up the value chain from vendor to true business partner
- It improves revenue and margins
- It offers competitive advantage and helps lock out competitive activity

## 7. About Koru Services

Formed on January 1st, 2012 by a merger of Koru Consulting Ltd, a specialist sales improvement company and The ContinuousImprovement Practice Ltd a business transformation company, Koru Services Group has a unique portfolio of products and services suitable across the widest market spectrum. In summary the statements below define what we do and why we do it.

*Our mission is to "help and enable our **customers** to better help **their customers**"*

We use the 100 + years of sales and service delivery experience of our three directors, plus that of our like minded associates and partners, to enable public and private sector organisations to get the best out of their people and processes, to deliver improved client interactions and superior customer satisfaction, helping them flourish in today's challenging business and service climate. We are dedicated to helping, coaching, enabling and where necessary leading cultural change to put customers at the forefront of their minds. We have a straightforward and energetic approach to customer engagements. We aim to and do make a difference.