



by Master Builders

LEVEL 2
CURRICULUM OVERVIEW

SIMPLICITY IN SELLING



***"LOVED IT! VERY
STIMULATING. MADE ME
THINK ABOUT THE
MECHANICS BEHIND
THE SELLING PROCESS
AND HOW THESE
FOUNDATIONAL
STRATEGIES ARE THE
KEYS TO SUCCESS"***

JOANNE KEARTON
NEW SALES CONSULTANT,
LP WARREN HOMES



► **LEARN THE IMPORTANCE OF
HUMAN INTERACTION & THE
3 FUNDAMENTALS IN EVERY
TRANSACTION**





TESTIMONIALS

"I REALLY ENJOYED THE COURSE AND GOT A LOT OUT OF IT... BTW - I MANAGED TO CLOSE THE DEAL WITH THE DEVELOPER I SPOKE TO YOU ABOUT DURING THE COURSE SO I OBVIOUSLY LEARNED SOMETHING - \$5,000,000 DEAL - THANK YOU!"

Tom Fagan— Managing Director

ROCKLAND CONSTRUCTION PTY LTD

"IT WAS A FANTASTIC COURSE, UNIQUE IN A LOT OF WAYS AND A REAL CHALLENGE. BEING OUTSIDE MY COMFORT ZONE HAS GIVEN ME THE CONFIDENCE TO ADAPT TO DIFFERENT SITUATIONS"

Tim Walker — Sales Director

WALKERS PLASTER & TILES

"UNDERSTANDING BODY LANGUAGE, ASKING MORE QUESTIONS THAT LEAD THE CLIENT TO GIVING ME MORE INFORMATION, LISTENING TO THE CLIENT & FOCUS ON THE VALUE OF WHAT WE OFFER"

Narida Hamilton - Sales & Administration Manager

VIRTUE HOMES



92% client satisfaction for training programs

MASTER BUILDERS OF VICTORIA



91% of participants reported that the learned skills will improve performance

MONASH UNIVERSITY

WELCOME TO THE SIMPLICITY IN SELLING SALES TRAINING PROGRAM

Simplicity in Selling is exactly what it says... the simple fundamentals of all sales and how, by going back to basics, our sales performances will improve.

Our unique fully immersive delivery method is coupled with reflective group discussion and individual real play. This allows each and every participant to explore and develop their new skills in a powerful but safe learning environment.

We trust you will be as excited about the program as we are. We know that the fundamentals that you learn in this program will drive you to greater success and realise your true selling potential.

How all participants benefit:

- Learn to refine your sales process and maximize the 3 fundamentals in selling;
- Develop effective research and preparation methods;
- Create and deliver effective presentations;
- Demonstrate real client solutions for win/win outcomes;
- Learn successful strategies to deflect common objections;
- Recognise buying signals and use effective sales closing techniques;
- Utilise follow up touch points to pinpoint future opportunities;
- Identify and maintain an effective data base;
- Set smart goals and plan for your personal success.

DELIVERY

Our unique high impact delivery includes fully immersive real play followed by group and individual reflection. Our professionally trained simulation actors are expert at responding naturally to your individual approach. Each simulation is followed by a facilitated debriefing session that explores your individual influence, strengths and areas for skill development.

WHO WILL BENEFIT

This 2 day program is designed for all front line sales staff and industry professionals looking to further explore and understand the key elements of the sales process.

CUSTOMISATION

We understand that each sales organisation is unique, including company culture, processes, abilities and expectations. Simplicity in Selling can be customised to reflect individual business needs if required. Please do not hesitate to ask us if you seek to develop your own customised program.

COURSE DETAILS:

DURATION:

14 hours over 2 days

DATE:

Visit Website - www.blsc.com.au

COST (INC. GST):

\$1,290 Master Builders Member & Incolink Contributor
\$1,930 Master Builders member
\$1,690 Incolink Contributor
\$2,300 Non Member

SIMPLICITY IN SELLING: CURRICULUM OVERVIEW

DAY 1

COURSE OBJECTIVES HUMAN INTERACTION

SESSION 1: ABC OF SELLING

- Simplicity in Selling
- The 3 pillars in every transaction
- Definition of Selling

SESSION 2: DEFINING THE SALES PROCESS

- Sales Methods
- Sales Approaches
- Sales Language

SESSION 3: MARKET RESEARCH

- Identify the Right Targets
- Identify Need
- Develop Solutions

SESSION 4: PREPARE WELL

- Identify the Right Person
- Develop a Presentation
- Have a Goal

SESSION 5: MAKE THE CALL!

- Initial Contact
- Identify the Opportunity
- Make the Appointment

SIMULATION EXERCISE 1: MAKING THE CALL

SESSION 6: PRESENTATION

- First Impressions
- Credibility
- Body Language

SESSION 7: ABC

- Establish the Need
- Provide Solutions
- The only question you need to answer!

SIMULATION EXERCISE 2: PREPARATION

- Simulation scenario briefing
- Research your target
- Prepare for the presentation.

DAY 2

SIMULATION EXERCISE 3: INITIAL PRESENTATION

SESSION 8: OVERCOMING HURDLES

- Common Objections
- Value or Price
- Successful Strategies

SESSION 9: CLOSE THE SALE

- Recognising Closing Signals
- Essential Closing Techniques
- The Win/Win Balance

SESSION 10: FUTURE OPPORTUNITY

- Re-order Cycles
- New Business
- Up Selling
- Cross Selling
- Referrals

SESSION 11: FOLLOW UP

- Appreciation
- Customer Service
- Touch Points

SESSION 12: SETTING GOALS

- Sales Goals
- Setting Smart Goals
- Achieving Your Goals

SIMULATION EXERCISE 4: FINAL PRESENTATION

SESSION 13: DATA SYSTEMS

- What is the Best System?
- Manual Systems
- Intelligent Systems

SESSION 14: MAINTAINING DATA

- Developing Your Own System
- Updating Your System
- Maximising Your System

SESSION 15: PLAN FOR SUCCESS

- Habits of Successful People
- Sound Advice
- Guarantees

CLOSING REMARKS & FEEDBACK



OUR CLIENTS

CONSTRUCTION

- John Holland
- Grocon
- Hickory Group
- Australand
- Lendlease
- Probuild
- Becon Construction
- Leighton Holdings
- Thiess
- Brookfield Multiplex
- AMCA
- Acciona
- VOS
- Cockram
- WATPAC
- Boulderstone
- Schiavello
- Qanstruct

GOVERNMENT

- Metro Trains
- WorkSafe Victoria
- Australian Government
- Whittlesea Council
- Level Crossing Removal Authority

EDUCATION

- RMIT University
- Monash University
- Swinburne TAFE
- Chisholm
- Deakin University

SALES & RETAIL

- Higgins Coatings
- Metricon Homes
- Bunnings Group
- Winslow Group
- Boutique Homes
- Bowens Timber and Hardware

THE UNIQUE BUILDING LEADERSHIP SIMULATION CENTRE PROCESS

The BLSC process is unique as it combines elite training material, state of the art technology and fully immersive simulation exercises with professionally trained actors.

The BLSC process is fully supported by the latest in technology, including a 15 meter parabolic visual screen, 4K SHD audio and video recording equipment and a state of the art control room, delivering the optimum in observation and feedback conditions.

The BLSC process is fully equipped to deliver our in house training or it can be fully contextualised to meet your specific training needs.

Participants are fully immersed in high fidelity scenarios from which, at times, is hard to distinguish from reality. No other training process can deliver the BLSC impact.

SIMPLICITY IN SELLING

Simplicity in Selling is level 2 of the 4 level Sales Professional Series.



SALES PROFESSIONAL SERIES

The Sales Professional Series includes 4 levels of sales training capable of transforming any businesses sales performance.

LEVEL 1-ESSENTIAL CUSTOMER SERVICE

Essential Customer Service aims to help you deliver outstanding customer service to your clients and improve the business. Ideal for every employee involved in internal and external interactions.

LEVEL 2-SIMPLICITY IN SELLING

Simplicity in Selling is exactly what it says...the simple fundamentals of all sales and how, by going back to basics, our sales performances will improve. Designed for all front line sales staff and industry professionals.

LEVEL 3-ADVANCED SELLING

Business to business (B2B) sales are the engine room of every enterprise. Advanced Selling explores the unique interpersonal and perception skills essential to all successful sales. Essential for all sales professionals, sales representatives and business owners.

LEVEL 4-SALES LEADERSHIP

Sales Leadership is the training program for all front line Sales Managers, Business Development Managers and Senior Executives responsible for driving growth within the organisation. Sales Leadership includes self-assessments and the key essentials of any successful sales team, Performance, Coaching, Leadership & Recruitment.

CREATE FUTURE LEADERS FOR YOUR BUSINESS

For more information on how we can help your business train better leaders:

(03) 9411 8000

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