

# Introducing Ten Steps to Sales Success on the Sales Performance Platform



**SALESFITNESS GROUP**

**Ten Steps to Sales Success**  
is a series of 60-90 minute  
courses with videos, quizzes,  
exercises and extra  
resources

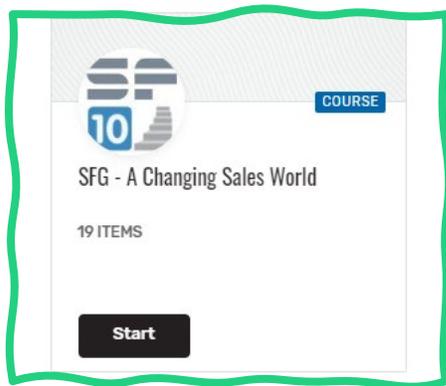


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# What 10 Steps to Sales Success covers

 <p><b>PROGRAM</b></p> <p>SGF 10 Steps to Sales Success</p> <p>11 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Introducing the 10 Steps</p> <p>0 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - A Changing Sales World</p> <p>19 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Three Levers</p> <p>26 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Trust</p> <p>20 ITEMS</p> <p><a href="#">Start</a></p>
 <p><b>COURSE</b></p> <p>SFG - Before You Meet</p> <p>17 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Building Rapport</p> <p>14 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Understand the Customer</p> <p>22 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Propose your Solution</p> <p>9 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Handle Objections &amp; Price</p> <p>14 ITEMS</p> <p><a href="#">Start</a></p>
 <p><b>COURSE</b></p> <p>SFG - Close</p> <p>12 ITEMS</p> <p><a href="#">Start</a></p>	 <p><b>COURSE</b></p> <p>SFG - Manage the sales process</p> <p>10 ITEMS</p> <p><a href="#">Start</a></p>	 <b>SALESFITNESS GROUP</b>		

1



Five drivers for change – how to **recognise** them and **respond** to them

VUCA – Selling in a volatile, uncertain, complex & ambiguous world

Selling in a low-growth economy – no more “riding the wave”, the search for “white space”

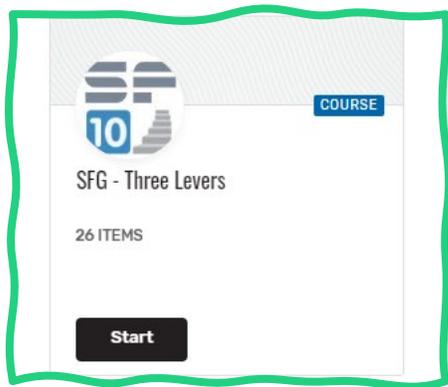
Changed buying behaviours – the evidence and how to manage the changes

Sales innovation – Selling in a world of changing technology and structures – sales enablement, data, AI, organisational change

Sustainability – Selling in a world where CSR and ESG are moving to the top of the agenda but which present real challenges to buyers and sellers

Video presentations with questions, applications and calls to reflect  
Updated online resources: published data, insights from thought leaders  
Quiz, challenge to apply

2



Three levers that drive sustained sales success  
The ACE model

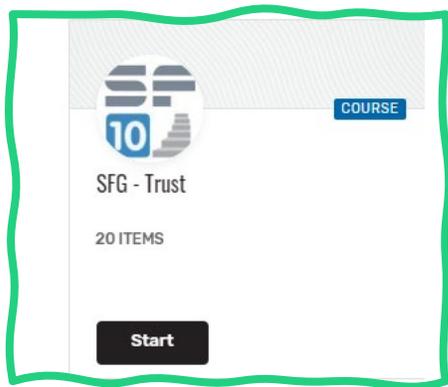
Activity levels:  
Are we doing enough active selling?

Concentration of effort:  
Are we talking to the right people in the right customers about the right things?

Effectiveness:  
Are we doing it in the right way? TASKS – Talent, Attitudes, Skills, Knowledge, Style

Video presentations with questions, applications and calls to reflect.  
Self assessment tool: Assess your own ACE  
Quiz, challenge to apply

3



Why trust matters  
Trust: essential for effective selling  
Trust is a manageable process

Trust is changing

Character and Competence

Components of trust

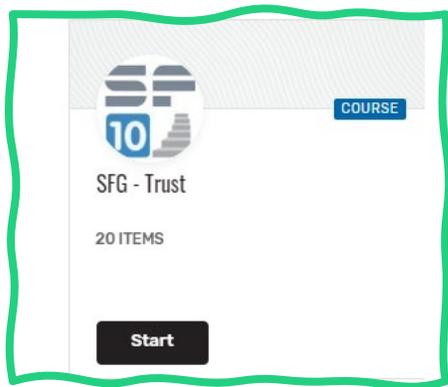
Accelerating trust

The trust equation

Trust in business relationships

Video presentations with questions, applications and calls to reflect  
Updated online resources: published data, insights from thought leaders  
Quiz, challenge to apply via self assessment

4



Professional preparation prevents poor performance

Why preparation matters

Appointment making process

Appointment making: tips and techniques

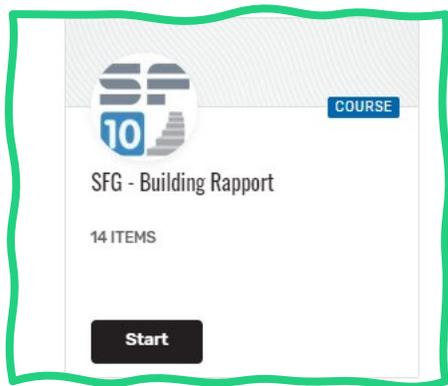
Preparation – the what and the how

The “Ben Duffy” preparation model

Preparing for remote calls

Video presentations with questions, applications and calls to reflect  
Updated online resources: published data, insights from thought leaders  
Quiz, challenge to apply via self assessment

5



Building rapport and the first minutes of a sales call

Five ways to build rapport

Rapport: How you look

Rapport: On the way in

Rapport: The greeting

Rapport: The physical aspects

Rapport: Managing the “chat gap”

Video presentations with questions, applications and calls to reflect  
Updated online resources: published data, insights from thought leaders  
Quiz, challenge to apply

6



Why this matters

Getting under the iceberg

4 key skills: 1 Create openness

4 key skills: 2 Ask great questions: Establishing, thinking, exploring, confirming,

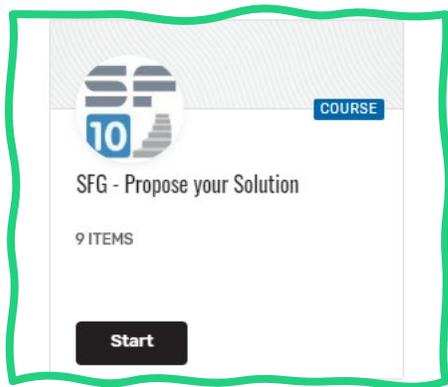
4 key skills: 3: Listen effectively

4 key skills: 4 Summarising

A 5 step process for question flow

Video presentations with questions, applications and calls to reflect  
Video exercises to put this into practice  
Build your own question bank

7



Form the solution

Organise content

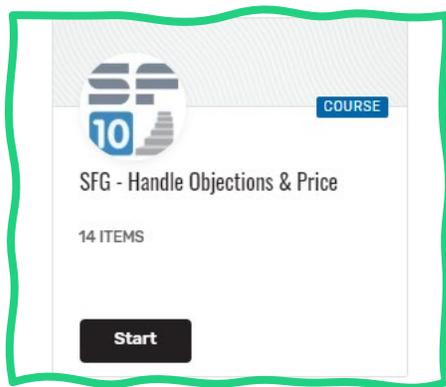
From Requirement to Benefit

Sales presentations,

Projection

Video presentations with questions, applications and calls to reflect  
Video exercises to put this into practice  
Resources

8



Why this matters

10 step technique for objection handling

More tips and techniques

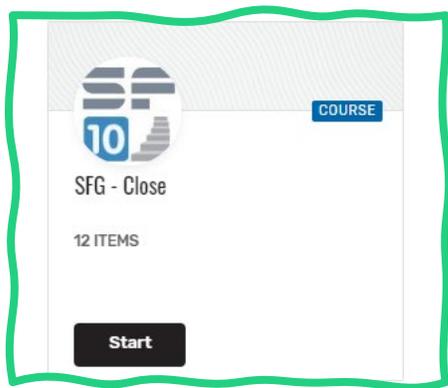
Psychology of price

Practices of price handling: Timing, talk, tips and techniques

Practices of price handling: Tool kit

Video presentations with questions, applications and calls to reflect  
Video exercises to put this into practice  
Toolkit

9



Incremental commitment

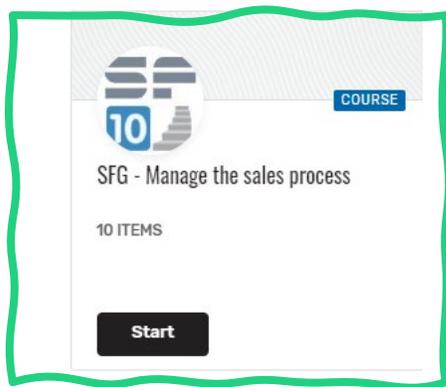
Tips and techniques to close

Psychology and timings

Confirming the sale

Video presentations with questions, applications and calls to reflect  
Video exercises to put this into practice

10



The buying cycles

Creating interest

Spotting opportunities

Converting opportunities

Moving out from the bridgehead

Manging the Decision Making Process: People, Process, Probabiliy

Video presentations with questions, applications and calls to reflect  
Video exercises to put this into practice