

A transformational sales program designed to reinvent the way you do business!

THE VALUE THIS PROGRAM DELIVERS

- ✓ Have a healthy mindset about selling
- ✓ Create & maintain a full sales funnel
- ✓ Discover the 'true' customer needs
- ✓ Develop skills that increase repeat business
 - ✓ Handle objections effortlessly
- ✓ Clearly articulate your value proposition
- ✓ Grow business through word of mouth and developing advocates

WHAT PARTICIPANTS ARE SAYING

"I've seen significant sales growth and consistent new customers acquisition through regular day to day conversation when it feels like I'm not even trying to sell to them!"

"Refreshing, Practical, Insightful, Focussed"

"Every module delivers and the learnings stay with you"

"I sell much more naturally, it doesn't feel like 'work' anymore!"



Savvas Leondas

Program Creator & Facilitator



STOP SELLING LET PEOPLE BUY

Unlock your sales potential
Expand customer awareness
Take 'selling' to the next level

A program that challenges traditional thinking and approaches, creates a new mindset about selling and business development to build higher and **more sustainable results!**

'Stop Selling, Let People Buy' provides you with the opportunity to leverage your skills whether long standing or recently acquired, and create the environment and a customer experience to **exceed your targets.**



Stop Selling Let People Buy



STAGE 1 - SESSIONS WITH A GROUP

MODULE 1 - Mindset of a Sales Professional

SESSIONS
2

- Selling is a profession, an art and a science
- The Sustainable Sales Framework
- Embracing a healthy sales mindset
- Trust based selling
- Creating a customer-centric sales funnel
- The sales process simplified
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 2 - Customer Lifetime Value

SESSION
1

- Pinpoint your Ideal Customer Profile (ICP)
- The Customer Lifetime Value equation
- Triple your sales without investing more time
- The value of both relationship and transactional-based selling
- Discover your unique value and selling propositions
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 3 - Powerful Face to Face Meetings

SESSIONS
2

- What makes a powerful face to face meeting powerful?
- Eight critical steps to any successful meeting
- Getting the customer to buy from you (not your competitor) – Now!
- Leading indicators that guarantee a sale
- Recognise that people buy emotionally and justify logically
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 4 - Discover the *real* customer needs

SESSION
1

- Framework for understanding the true customer needs
- Understanding what customers want and why they want it
- What, when and how to ask the right questions
- Satisfying individual needs when faced with multiple stakeholders
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 5 - Getting to 'YES'

SESSIONS
2

- Principles for getting to 'YES'
- Determining when the customer is ready to buy
- Simply ask for the sale
- Eight practical strategies for getting to 'YES'
- Pro Bono work... should I be doing it, and if so how often?
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 6 - Dealing with Customers that say 'NO'

SESSIONS
2

- Understanding what drives a customer to say 'NO'
- The difference between a hesitation and an objection
- Proven process for navigating the customer saying 'NO'.
- Strategies for dealing with objections & hesitations
- Design personalised scripts to deal with the customer saying 'NO'
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 7 - Developing Effective Referral Business

SESSIONS
2

- The Power of Referrals
- Building referral sources and advocate relationships
- Creating long-term, consistent & sustainable lead generation
- Saying thank you and giving feedback
- Word of mouth in action
- Ten principles for generating referrals
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 8 - Understanding customer personalities & buying styles

SESSIONS
2

- Recognising and understanding your personality style
- Identifying and understanding other's styles ... simply!
- Connect by style flexing and adjusting language & behaviour
- Strategies for adjusting language and communication
- Your Insights, Reflection & Discussion, Strengths & Growth

MODULE 9 - Communication and Relationship Management

SESSIONS
3

- Three key pillars of powerful communication
- The interconnection between communication and trust
- The power of active listening
- Why your communication style matters
- The secrets of body language
- Having difficult yet constructive conversations
- Your Insights, Reflection & Discussion, Strengths & Growth

20 Sessions over 23 weeks

Stop Selling Let People Buy



STAGE 2 - 1:1 STRATEGIC SALES COACHING

Key account management & the 'complex' sale

Work with Sawas either 1:1 or with your team, to understand the foundation of strategic selling principles in a 'complex' sales environment.

Apply these principles and customise strategic selling processes to support you in winning 'complex' sales by creating plans for specific prospective key accounts.

Develop competencies and tools in:

- Strategic sales analysis
- The complex selling cycle framework
- Sales intelligence: Understanding the customer landscape and creating corresponding sales strategies
- Developing and managing key accounts
- Positively influencing stakeholders that influence the decision

1:1 - minimum 13 x 2 hour sessions

Sustainable sales processes, systems & tools

Work with Sawas either 1:1 or with your team to create a sustainable sales process. This journey begins with having clear business objectives. Once this in place, the next step is to formulate your sales strategy, which incorporates sales or revenue goals, the customer buying process and more.

Unlike traditional ways of designing a sales action plan, we begin with mapping the customer buying journey first, and then overlaying with a customised sustainable sales process.

This includes:

- The customer buying process
- A customer-centric sales life cycle
- A realistic and achievable sales funnel
- Knowing what to do, when to do it, how to report it, and being accountable for it

1:1 - minimum 4 x 4 hour sessions

Channel Partner Development

Work with Sawas either 1:1 or with your team, to develop a channel partner or a merger/acquisition growth strategy that is fit for purpose and in line with the overarching business vision.

The next step is to develop a business case that aligns with your business values, and follow a framework that considers an array of factors including:

- The broader economic climate
- Reviewing target markets and your ideal customer
- Current and potential channel partners
- The impact of personal and business drivers on various stakeholders

Once the above is achieved, create a customised business plan that supports the business vision and business case.

1:1 - 2 days or 8 x 2 hour sessions

Presentation Strategies & Skills

Work with Sawas either 1:1 or with your team on preparing for an important key account meeting or delivering a winning presentation.

Understand key stakeholders, their individual needs, core drivers for decision-making, and map strategies and tactics to navigate the customers' buying/engagement process.

We cover a range of topics including:

- Presentation mindset and structure
- 'Game Day' self-management strategies
- Managing the environment
- Strategies to manage nerves
- Making sure your presentation includes clear 'calls to action'

Sawas will collaboratively develop the flow and format of the presentation/meeting for optimal delivery, as well as help identify desired outcomes and next steps.

1:1 - minimum 3 x 2 hour sessions

Negotiation Skills

Negotiation is an art and a science! Managers, consultants, service providers and sales people alike, can all benefit from becoming stronger negotiators.

Successful negotiating is the art of reaching a conclusion that is mutually beneficial to both sides of the negotiation table. It is powerful to recognise that following key negotiation principles, may be the catalyst for developing and building long-term relationships.

In this workshop we first address unhealthy mindsets and paradigms which often block successful negotiation. We review and challenge this thinking, which forms the foundation of sound negotiation, and develop practical tools & tactics that lead to being more confident when negotiating and developing long-term relationships.

Recommended for teams. 2 day course (or 8 x 2 hour sessions)

OR

Customise a program to meet your immediate & individual needs...



**Mix & Match
Modules**



**Ask about
1:1 or team
programs**



**Create a
bespoke
program**

PRACTISE PRINCIPLES THAT ENCOURAGE A PERSON TO BUY FROM YOU NOW!

LOGISTICS

- ✓ Groups of up to 15 participants
- ✓ One-on-one support sessions
- ✓ 2.5-hour weekly group sessions
- ✓ Face to face, video, teleconference or online
- ✓ Held on-site or off-site



To discuss options & determine next steps...

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WHO'S IT FOR?

Sales People
Account Managers
Team Managers
Beginner to Intermediate

Executives
Team Managers
C-Suite executives
Entrepreneurs
SME Owners

Customer Experience
Customer Service
Call Centre staff

Anyone with a customer facing role!
Marketing, Finance,
Admin, Operations



SAVVAS LEONDAS

PROGRAM CREATOR AND FACILITATOR

Savvas Leondas is a leading facilitator, coach and mentor who has invested over 30 years in the fields of organisational, professional and personal development. With sound commercial knowledge and broad business experience, Savvas coaches and mentors C- suite executives, senior managers, professionals and entrepreneurs through the process of growth and change with insightful, practical, proven strategies and methodologies.

Savvas' success has come from working with people to achieve measurable, sustainable results over the long term.

Savvas' love for people is the foundation that enables him to really listen to and understand others. This attentive ear, with carefully chosen questions, and the ensuing insights, are sometimes all a client needs to dramatically improve their performance.



Mix & Match Modules



Ask about 1:1 or team programs



Create a bespoke program



LET'S CONNECT