



Selling to Small Business

Using self-discovery to uncover business opportunities and create selling strategies.

For all bankers with a solid grasp of small business credit.

Selling to Small Business:

Bankers who are valuable to their small business clients set themselves apart from their competition. These bankers ask the right questions and know when to listen. They take time to understand their client's business, solve problems and tailor solutions.

However, it is not unusual to find bankers who, while successful selling to consumers, lack confidence when talking with small business owners. These bankers face a battery of special small business products; different credit criteria, longer sales cycles; all combined with a constantly changing economic environment. How can they bridge the gap?

Selling to Small Business has been designed to help these bankers meet, and thrive on, the challenges of small business.

The facts:

Selling to Small Business is based on the adult learning principle of self-discovery. Participants engage in exercises and discussions designed to lead them to the conclusion that they can add value to the lives of small business owners. Role-plays are combined with feedback and relevant case-studies to reinforce strategies for success.

Basic course concepts:

Understanding buying cycles (Motion, Pain, and Need)
Probing Skills (Open, Closed, Reverses)
The Negotiating Ladder© (permission-based)
Permission
Pain
Pre-Qualify
People
Present
Objection Handling
Business Conversation Guide (why, how)
Optional post-training assignment

After attending Selling to Small Business, bankers will:

Have a sales "road-map" which provides a clear, step-by-step selling process that includes an assortment of sales strategies, from pre-call planning to follow-up discussions.

Possess the skills to drill down into a business to uncover multiple sales opportunities, and offer multiple solutions.

Additionally, Sales Managers are provided with a manageable face-to-face selling process which enables them to provide feedback and reinforce the skills and sales process with their bankers.



For more information call us at 425-643-3363 or visit us at www.questacorp.com