

Selling Small Business Syllabus



Course Description

Selling to Small Business is a sales skill program divided into two segments. The first focuses on the process of managing a face-to-face sales conversation with a business owner. The second reviews skills and strategies to drive the sales conversation.

This course is delivered in a facilitated style that encourages participant involvement.

Participants learn a five-step selling process called the Negotiating Ladder®.

Step One - Creating **Permission**:

Gaining a state of Permission creates the opportunity for the client to invite the banker into a sales conversation.

Step Two – Client and business discovery:

Uncovering client **Motion** (events that affect the client or their business), **Pain** (the client's response to the motion, or event), and **Need** (the client's stated desire to fix the problem or leverage the opportunity). This in-depth analysis is designed to help the client reveal the critical elements that drive the decision-making process.

Step Three – Pre-Qualify: Business owners buy for several reasons, only one of which is money. The banker's job is to uncover the client's timing, the money requested, the effort required, and client prequalification.

Step Four - Uncovering the **People involved:** Often there are multiple people involved in business purchasing decisions as well as competitors involved in bidding for a piece of business. Bankers learn simple probing techniques for uncovering everything they need to know about people.

Step Five - Present a financial solution: Typically bankers are taught to provide the client with the features and the benefits of their product. We teach a simple process for presenting a solution that involves the client and helps advance the sale.

The second major segment of Selling to Small Business focuses on the skills and strategies required to drive the five-step sales conversation.

Probing Skills – A review of Open Probes and Closed Probes, and introduction of Reverses to help bankers drive an in-depth client discovery.

Handling Objections – A simple formula for handling objections is introduced to help bankers prepare for and deal with objections.

Target Audience

This course is designed for bankers who want to quickly establish rapport and credibility with small business owners.

Course Length

Selling to Small Business is a one-day seminar.

Prerequisites

Participants should have bank product knowledge and an understanding of basic small business credit.

Learning Objectives

After successfully completing Selling to Small Business, bankers will be able to have rewarding, value-added conversations with business owners. They will have the skills to uncover multiple small business needs, and provide targeted solutions. They will be comfortable with consultative selling, and able to set themselves apart from their competition.



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