



Presents

## Turbo-Selling

An innovative Sales Training Program for Commercial Vehicle (CV) Salespeople

### Background

Commercial vehicle industry has been one of the fastest growing industries in India. Many global commercial vehicle brands have already made and many are now trying to make their presence felt to Indian consumers in various segments. Technological advancement helped in launching new generation of commercial vehicles.

Selling commercial vehicles is quite different from selling automobiles (Cars). Market, customer, buying objective, specifications, operating conditions, investment are some of the key elements which are different from those of automobiles. Commercial vehicle selling requires special set of knowledge, skills and sales approach. Commercial vehicle salespersons must understand the transportation business & its key elements (Vehicle, finance, capability & expertise). There has been substantial advancement in commercial vehicle manufacturing technology which has resulted in developing superior hi-tech vehicles. Commercial vehicle selling in India is set to change, with change in consumer behaviour & expectations, business environment, and market conditions. Customer behaviour and expectations have changed drastically in recently due to the advent of new generation of hi-tech automobiles. Technology is playing a major role in this new thinking and is increasingly expressing the voice of the new customers. The more demanding attitude of customers has forced CV manufacturers & dealers to be more customer oriented. CV dealers can no longer be considered as 'Delivery Points' since their role has widened beyond 'delivery of vehicle' to accommodate the pull strategy of manufacturers. CV manufacturers & dealers need to revolutionize the concepts of CV selling and after-sales-service to win the customers.

Commercial vehicle manufacturers provide extensive training to the marketing team comprising of its own staff and dealer's staff to achieve business objectives (3S: Sales, Service, Spares) as and when required. The traditional sales training programs are proved to be less effective in present business environment. The business environment and market conditions in commercial vehicle industry have changed drastically and will continue to change in future. Therefore conducting the same old traditional sales training programs and expecting the different results would be inappropriate and unfortunate.

**Our Improvised CV Sales Training Program consists of TWO Modules specially developed to meet the requirements of CV salespeople**

### Module I : Commercial Vehicle Sales Approach

This module provides the basic knowledge of commercial vehicle business. Participants will learn the fundamentals of commercial vehicle selling.

#### Structure, Contents, and Deliverables

##### Identifying the transportation problems of the customer:

- Characteristics of the road transport
- Characteristics of commercial vehicles
- How to identify the CV requirements of customers

##### Providing transportation solutions to the customer:

- Various types of commercial vehicles
- Applications of commercial vehicles
- How to help customers choose the appropriate commercial vehicle
- Right vehicle for right application at right cost

##### Justifying the cost (return on investment) to the customer:

- Unique combination of technology, capability & expertise
- Commercial vehicle Financing, project appraisal

##### Retaining the customer for up-sale, cross-sale and referral purpose:

- Ensuring smooth operation and systematic maintenance of vehicles
- Continuous monitoring of customer's business & performance
- How to get along with Fleet Owners, Transportation Contractors, and big customers

##### Differences in selling Trucks, Buses, and Construction Equipments

- Technology – Specifications & Features
- Application – Uses, Operating conditions, Environment
- Investment – Business models & ROI

### Module II : Relationship Sales Approach

Participants will learn the latest selling techniques based on CRM approach. This module helps participants to implement the knowledge & skills acquired in module I in a cost effective manner.

### Workshop/ Training Program Aim:

To offer experienced salespeople the opportunity to take their selling skills to the next level, to help improve their performance through building & maintaining meaningful relationships with customers.

### Who Should Attend?

This workshop/ training program is ideal for experienced salespeople who want to enhance their performance to higher level and utilize relationship building techniques to both self-motivate and increase productivity in a resource constrained environment.

### Benefits:

This knowledge can be your key to:

- Higher productivity
- Greater job satisfaction
- Stronger career prospects
- Improved customer (both internal & external) relations
- Fewer conflicts and less tension at workplace and in life

In fact, at work and elsewhere, this will likely to change your relationships forever. You will see people differently, understand them better, and be able to deal with them in a way that can turn every encounter into a win-win situation.

### What is unique about this training program?

- I. The relationship building style of every participant is assessed and report is provided.
- II. Participants will learn relationships building techniques in a step by step process called style flexing.
- III. The relationship building techniques improve the participant's performance drastically because style flexing facilitates implementation of other skills & techniques already learnt.
- IV. The Relationship Building Style (RBS) report given to the participants can be used by them in managing large number of personal and professional relationships (teams) at workplace or elsewhere. RBS techniques help enhance individual & group productivity.

### People like to buy from the people they like

You must have noticed often that it is not just technical competency, superiority or expertise but your relationship with others that makes the difference in achieving targets. No matter how good people's core skills are, the competitive market place requires people to have additional and complementary relationship building skills they haven't been called upon to use before.

### Deliverables

- ✳ To understand the basics of relationship based selling
- ✳ To understand the various types of relationship styles
- ✳ To identify one's relationship building style
- ✳ To develop relationship building skills

### Coverage

- ✳ ABC of relationship (fundamentals)
- ✳ Role of relationship in selling
- ✳ Various types relationship styles
- ✳ Relationship Style Matrix
- ✳ Relationship building techniques
- ✳ Communication using relationship style
- ✳ Maintaining relationships

### Learning Outcomes

The participants will learn how to:

- ✳ **Recognize** their & customers' **relationship building style (RBS)**
- ✳ **Build effective relationships** and rapport using style flexing
- ✳ Understand the **buying language of the customers**
- ✳ Understand the **motivations and wants** of their prospects properly
- ✳ **Present the vehicle** (demonstration/test drive) effectively
- ✳ **Qualify their prospects** more effectively
- ✳ **Develop the right questions to use** and when to use them
- ✳ **Overcome the objections** that they face with confidence and ease
- ✳ **Deliver the vehicle** – a moment customers never forget
- ✳ **Keep in touch with customers** - get referrals without hounding them

Dashboard training can also help salespeople to:

- ✳ **Exceed their sales targets** and close more sales in less time
- ✳ Manage their diary more effectively to **free up more time for selling**
- ✳ **Eliminate their frustrations** and stress when it does not go their way
- ✳ Create a **step-by-step consultative selling process** that works
- ✳ Boost their **self-confidence**
- ✳ **Eliminate all of the activities** that are costing them sales, time and energy and implement a new system to make them more sales

### Training Methodology/Approach

- ✳ Theory & Case study
- ✳ Interactive activities
- ✳ Group discussion
- ✳ Skill practice sessions
- ✳ Experience sharing

### Turbo Selling – A unique way of selling

We focus on building meaningful relationships with customers. Therefore, we start with a conversation, smooth talk to better understand the customers. This understanding helps in building a rapport initially and subsequently in winning the 'trust' of the customers. We encourage customers to express their ideas- views, requirements, and problems, what they like and what they do not. Using a unique 'technique' we discover the **Relationship Building Style (RBS)** of the customers. Once the RBS of a customer is recognized we measure the gap between our and customer's RBS. Then we flex our RBS accordingly to bridge the gap. After bridging the gap, we suggest 'solution' to the customers and we help them to buy the product/offering (solution).

We have made the selling less stressful and painful process for salespeople and a pleasant buying experience for customers. We have discovered from our research that there are 16 types of RBS. Salespeople as well as customers use RBS in their communication. It is important for a salesperson to know his/her and customers RBS. For example, when you buy a vehicle you get an 'Operation & Service Manual' along with the vehicle which helps you to use and manage your vehicle better. Similarly, we have prepared an 'RBS manual' of all types of customers & salespeople. This helps salespeople to understand & manage customers in a better way. During the training, RBS of every participant is identified and a report is provided. Participants learn how to measure & bridge the gaps in a step by step process. Each person trained by us gets a personalized Action Plan that is his or her roadmap to success, including specific behaviors they need to improve and measurable performance objectives. Our technique is very effective because it based on our finding that **'people like to buy from the people they like'**.

### Turbo Selling – Customization

Our sales training program can be customized to suit your specific requirements. We are open to program content, format, duration, and location.

### How to go about training?

We suggest working together following these steps:

- Determine long and short term goals and objectives of your organization.
- Evaluate skill sets necessary to accomplish primary goals and objectives.
- Prioritize skill sets.
- Select training modules to achieve selected skill sets.
- Review number of participants, location and the month/date to begin.
- Receive from us a customized proposal for approval

### Facilitator:



B. Raj is an experienced Sales & Marketing professional & trainer. His background in the retail environment includes diverse roles in areas of auto-finance and automobile dealership management. He has mastered numerous sales and marketing positions in Non-Banking Finance and automotive industry. His passion for helping automobile dealers to get a better return on their investments in human capital has resulted in development of a variety of products and services offered to our clients. He has been associated with leading business schools as adjunct/visiting professor of marketing for the last twelve years. Renowned for mastery of his subjects and for his charisma as a Teacher & Trainer, he has carved a niche for himself through seminars, workshops, and lectures on "Understanding Consumers", "The Customer's Buying Language", "Building & Maintaining Relationships", "The third side of the coin", "Rajmatrix" and "The Seven Cs". He has been also associated with various colleges and universities in North America. A number of organizations have benefited from his services via intensive in-house training. With wide range of talents, skills and hands-on experience in specialized areas, he imparts training with a different approach and the latest in training techniques. He has done a detailed research at doctoral level in the area of consumer behaviour/CRM, and has developed training modules (business process & management techniques) for companies to enable them to address the emerging needs and lifestyles of their customers. He has presented his research paper on CRM at 2nd annual conference on marketing research at IIM-Ahmedabad



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