



Metals Service Center Institute
100 YEARS STRONG™

Professional Development: Sales Classes

Inside Sales Skills

The role of the inside salesperson is key to your company's goal of building ongoing profitable customer relationships. Generally, the most frequent contact point between your business and its buyers, the inside salesperson's ability to meet and exceed customer expectations can make the difference between the customer's viewing your company as either a vendor or as a value-added partner – leading to an increased share of the customer's business.

Through this course, inside sales people will learn skills and best practices for taking inbound and outbound sales interactions to the next level. They'll practice realistic sales scenarios and gain individualized peer and facilitator feedback.

After the workshop, participants will be better equipped to:

- Increase the impact of their role as an inside sales professional
- Prepare for inbound calls and maximize inbound call opportunities
- Make value-added recommendations
- Address service issues
- Improve time management
- Manage customer challenges: objections, questions and demands
- Strengthen partnerships with outside sales to add ongoing value to the service center's client relationships
- Develop an action plan to apply workshop learning on the job

Inside Sales Strategies

This course will complement and reinforce basic sales training and offer critical tools to develop your inside sales team's skills for building ongoing, profitable customer relationships. The course develops the inside sales person's confidence and ability to meet and exceed customer expectations. It transforms your inside sales program into a value-added partner with your customers and an engine of repeat business.

Inside Sales Strategies teaches experienced sales people the strategies and best practices for taking outbound sales to the next level. They'll practice realistic sales scenarios and receive peer and facilitator feedback. Your Inside Sales staff will learn:

- High-impact calling skills and strategies
- More effective ways to manage customer challenges, objections, questions and demands
- More efficient time management
- Dynamic planning for continuous sales improvement
- How to collaborate more effectively with outside sales and strengthen that partnership
- How to make your entire sales effort more competitive and distinguish it from the competition

Who Should Attend

- Graduates of Inside Sales Skills
- More experienced reps who have mastered basic inside sales skills
- Inside sales representatives whose responsibilities now include outbound calling
- Inside sales representatives who are considering a move to outside sales

Reaching Out: Prospecting for Results

This workshop, developed specifically for MSCI members, answers the challenges faced by anyone asked to identify new business opportunities in the metals industry:

- What skills and confidence does it take to pick up a 500-pound phone—and stay positive?
- How do you balance prospecting efforts with the demands of existing accounts?
- How can you gain the attention of today's prospects when most purchase decisions are made before your contact?
- How do you know when to "hold 'em" or "fold 'em"?
- How can you measure prospecting results?

The highly interactive Reaching Out: Prospecting for Results workshop builds skills and approaches immediately applicable to each participant's efforts to successfully approach new business opportunities—by phone, through email, and in person.

Participants—from inside sales reps with recently-added prospecting responsibilities to outside reps frustrated by time-honored approaches that have become increasingly less effective—will learn how to:

- Build personal commitment to prospecting activities
- Meet the challenges of today's buyer behavior
- Set realistic call objectives that accelerate commitment
- Allocate time appropriately between suspects and prospects
- Warm up and cold calls with messages that create interest
- Overcome "brush-offs" and resistance
- Leverage email, phone and social media to create outreach "campaigns"
- Develop an action plan to apply what's learned on the job

Outside Sales: Key Selling Skills for the Metals Industry

This intensive program improves sales skills, from prospecting and planning to closing and follow-up. Students learn the importance of planning their strategy, from identifying qualified prospects to preparing their call plan. Participants discover how to use available resources and technology to maximize their coverage.

This course helps salespeople learn key skills that make them effective and strategic in today's chaotic market. Never has it been more important to maximize the return on investment in a face to face selling situation. This course provides the clear roadmap and direction for rapidly advancing the sale toward success.

The key steps in making a value-added sales call form the heart of the course: opening the call showing purpose and value to the customer; advancing the sale by uncovering problems and needs; establishing value by using key benefits with competitive advantage; recognizing and overcoming important customer objections; obtaining commitments that require specific action.

Actual Metal Industry case studies are used throughout the course, helping the student to quickly acquire the skills by keeping them in a familiar context. Students graduate from the course with a clear roadmap to successful territory management.

This highly interactive workshop results in increased effectiveness, a shorter sales cycle, improved margins, and a better win ratio. Topics include:

- Territory planning
- Prospects, information sources, and qualifications
- Developing a territory call plan
- Using resources and technology to leverage opportunities
- Setting value-added call objectives
- Opening a call with purpose and value
- Using key questions to uncover problems and needs
- Active listening techniques
- Creating a feature toolbox
- Selling value with a benefit/feature presentation
- Recognizing and overcoming key objections
- Closing to obtain key commitments

Who Should Attend

- New outside salespeople seeking a shorter learning curve to success
- Inside salespeople making the transition to outside sales
- Sales managers who want to model and reinforce the skills learned by their team

Participants should have a basic understanding of their products and services. It is helpful to have some knowledge of the competitive marketplace.

Schedule

Workshop Introduction

- What is Territory Management?
- Challenges and opportunities of Territory Management
- Three keys to success

Planning in Territory Management

- The sales funnel
- Determining key prospects and qualifications
- The territory call plan
- Effective use of resources and technology
- Setting a value added call objective
- Case Study

Opening the Sales Call

- Establishing purpose
- Setting value
- Case study

Uncovering Problems and Needs

- Using open and closed questions effectively
- The directive statement
- Techniques of active listening
- Case study

Selling Value

- Establishing value
- Creating a personal toolbox with competitive advantage
- Presenting using a benefit/feature format
- Case Study

Recognizing and Handling Objections

- Skepticism
- Indifference
- Misunderstanding and drawback

Closing

- Summary
- Specific action request
- Agreement
- Case study

Workshop Conclusion

- Personal action steps
- Concept applications
- Group critique

Advanced Selling for Outside Sales

This advanced sales program, developed especially for Service Center Sales Professionals and Managers, will give you proven techniques for landing and retaining important accounts. Moving away from familiar selling patterns can be painful, and given the slightest opening, even the best-intentioned salespeople revert to pushing products and services. The problem with product selling is severe. It generally leads to short term, one-time-only solutions with little barrier to competition and even less price stability. With fewer salespeople responsible for a larger account base, we no longer have the time or resources to re-sell the customer with every transaction.

This program will help you to look at your major accounts in a different way. Sales professionals face more competition, fewer customers, a changing marketplace, more complex products and services, new technologies, more responsibility, and less time to get it all done. This program is designed to help you acquire and practice skills in consultative selling, considering everything from the customer's point of view. Learn to set yourself apart from competitors, sell and keep major accounts by developing and executing long-term solutions to solve the major accounts' business problems.

Who Should Attend

Salespeople who want to:

- Acquire and maintain major accounts
- Move beyond price
- Increase margin
- Form strategic relationships
- Get out of the competitive rut
- Learn how to prove value
- Practice skills that are meaningful to major accounts
- Sell throughout the account hierarchy

Sales, district & regional managers who want to:

- Build a major account strategy
- Retain existing business
- Reduce re-selling time and expense
- Permanently differentiate from competitors
- Sell long-term rather than short term
- Improve profitability

Course Outline

In this course, you learn by doing. Each piece of the curriculum is supported with case studies that allow individual, team and group application and practice of skills.

The Real Customer

- Practice Account Consulting
- Identify and Rank Key Players
- Pinpoint Values
- Learn to Write Vision Statements

Business Problems

- Define and Recognize Business Problems
- Categorize Business Problems
- Discover Four Levels of Probing
- Practice Probing to Uncover Business Problems

Needs and Tools

- Rank Business Problems
- Develop a Toolbox
- Categorize and Rank Tools
- Select the Right Tools

Solutions and Closing

- Determine Personal and Organizational Value
- Match Problems, Tools and Benefits
- Compare Vision and Solution Effect
- Gain Support and Manage Resistance
- Present Solutions

Implement, Measure and Document

- Use Drivers and Action Steps to Implement
- Practice Techniques to Follow-Up on
- Discover the Importance of Documenting
- Practice Methods of Documenting
- Learn How to Keep It Alive

Solution Selling

In today's competitive business environment, clients look to us to be problem solvers, educators, negotiators, change agents and more. Effectively managing a desk or territory, particularly in a challenging marketplace, takes not only the proper product knowledge and skill sets, but also the proper mind-set. Staying energized and focused is as much a part of our job as is managing our territory.

In an interactive atmosphere where we learn from the experience from everyone in the room, inside and outside sales professionals Re-Energize, Re-Frame and Re-Focus both mind-sets and skill-sets to effectively and efficiently build not only their desk and territories, but client relationships as well.

Program Outline and Outcomes

- Mind-Set, Attitude, Philosophy - Way of Doing Business
- Accountability, Implementation and Results
- Develop and Improve Questioning Skills
- Develop and Improved Listening Skills
- Develop Presentation Skills
- Identify and Implement Best Practices
- Understand the 5-Step Sales Process
- Solutions vs. Products
- Building External and Internal Relationships

Topics Covered Include:

- Managing Time, Desk and Territory
- Managing Policy, Conflict and Delivery
- Establishing Inbound and Outbound Call Patterns
- Balancing Customers vs. Prospects
- New Account vs. Existing Account Development
- Managing Top Ten Accounts and Prospects
- Qualifying Customers, Prospects and Expectations
- Creating a Sense of Urgency
- Goals, Strategies and Action Plans

Sales Management

To effectively manage and lead a sales force in a competitive marketplace requires that we not only develop and improve our managerial skills, but that we continually develop the skills of our sales force as well. The more engaged we are with our sales team, the more engaged they will become with our customers.

Geared for both the Inside & Outside Sales Manager, the keys to improving both performance as a Manager and Leader and the performance of the Sales Team are fully uncovered and discussed in this interactive workshop. Improving the performance of your Sales Team improves the performance of your entire organization.

Program Outcomes

- Develop and Understand Leadership vs. Management Principles
- Creating a Clear and Consistent Message for Your Team
- Obtaining Buy-In for Improved Performance and Results
- Expanding Our Sales Team's Training Programs
- Creating Team Engagement for Sales Success

Who Should Attend

- New sales managers, or those soon to be promoted into management
- Sales managers who want to become better leaders
- Sales managers who want to lead more effective teams

Service Excellence in the Metals Industry

The Quality of Customer Service is one of the few variables that can differentiate a business from its competition. Customer Service is a human experience between the service provider and the customer.

In the delivery of the service or product there are many “points of interaction” with the customer. These are also referred to as a “moment of truth” or “touchpoint” which occurs whenever there is a customer contact. Each point of interaction can create a positive or negative experience for the customer. But, it’s always an opportunity to meet and exceed the customers’ expectations because that is the moment when the customer forms a perception of your company, its people and its products and services.

Customers look at your environment in one of two ways. The customer either perceives you being pleasant and friendly with a willingness to serve, or you come across as negative, condescending and basically suffering from the syndrome “the customer is the enemy”. Which culture do you have at your company? Does your Customer Service come across as your secret weapon, or is it “the customer is the enemy”? Creating a Customer Service culture begins with training your associates and equipping them with the proper tools and resources to implement Service Excellence and creating a positive experience for the customer that keeps them coming back. Providing Quality Service isn’t improving technology and machines, it’s all about the human interaction of people serving people.

Learning Outcomes

- Understand and apply fundamental people, communication and active listening skills. Establish more effective relationships that develop lifetime customers.
- Identify and develop specific service actions for customer touchpoints that raise the bar on Service Excellence with consistency.
- Incorporate your Quality Service culture into a practical and easily remembered process with the 4 As Quality Service Process: Acknowledge, Analyze, Accommodate and Appreciate. This becomes your guide to get everyone focused on the customer and becomes repeatable. Best practices will evolve over time to continue to raise the bar.
- Know and appreciate how important your internal customers are in the delivery of your Quality Service to your external customers. In some instances, it’s harder to work together internally than it is to serve externally.

Negotiation Selling

Negotiation Selling is intended for experienced Sales Professionals who must sell value to justify price, terms and conditions. All selling is becoming negotiation-selling and the side better prepared ends up as the winner. So often salespeople “cave in” and succumb to the customer on price. The tendency is to quit selling during price discussions. Remember, what got us there we must continue to keep us there. Don't stop selling! How good are you at communicating your sales story so the customer perceives value?

There's been more purchasing seminars and negotiation workshops for buyers than for sellers. Indeed, if the customer said, “Beat this price and you got it!” most sales reps would discount to get or keep the order. Customers know this ahead of time, so they use it to leverage price, terms and conditions which further erodes margins and profits. Salespeople need to quit playing the “blame game” and start selling without offering discounts, allowances and concessions.

All negotiation should be a true collaboration between buyer and seller, reflecting a partnership relationship, so each and every time it ends up as a win/win. That means the customer doesn't win twice. The seller must win too, in order to bring the value and satisfaction to the buyer based on the product and service offerings. It's all about Pre-Call Planning and preparing your strategies ahead of time. Don't get caught from a lack of preparation at the buyer's expense. Continue to sell and negotiate your value-added services until the customer perceives value and you win too.

Learning Outcomes

- Gain power and leverage with a proven selling process
- Understand the customer's environment and how they use it to their advantage
- Counter buyer tactics/loys with seller tactics
- Utilize leading edge negotiation-selling strategies to sell your deal
- Learn to sell value, not price to collaborate for a win/win outcome
- Negotiate to protect profits and sell your proposal
- Understand concession strategy and plan your throwaways that cost little and still provide value
- Offset the power and strength of customer buying teams with account selling teams
- Practice advanced sales skill and leave with your own custom DVD role play recorded and critiqued by your peers

Who Should Attend

Negotiation Selling is intended for experienced sales professionals who would like to further refine their skills in an intensive, two-day workshop environment. This course is designed specifically for sales professionals who must sell value to justify price, terms and conditions.