

Strategic Solutions for Colleges

13900 North Point Road
Midlothian, Virginia 23112
804-739-7189

Dear Colleague:

“Strategic Sales for Colleges” will provide you with many of the skills needed to meet the following challenges you may face:

- Increasing your revenue to meet goals
- Obtaining more contracts – for greater amounts
- Achieving long-term relationships in your business community
- Integrating your programs into small and mid-sized companies as their training department
- Feeling more comfortable in face-to-face sales meetings

The advantage of this course over the typical sales course offered in today’s market is that “Strategic Sales for Colleges” focuses on selling non-tangible services – knowledge and skills training. This program has been provided to colleges and universities across the United States since 1996. You can expect to cover ideas about selling different modes of instruction, delivering credit and non-credit offerings, targeting your customers’ needs and developing programs to meet these specific needs.

There will be an emphasis on learning and practicing sales. Each participant will have the opportunity to practice all of the steps in the selling process – from opening to closing the sale – in a supportive environment. As you learn the key points of presentation, you will be assembling your own product book and evident books – powerful tools that will provide you with the resources needed for each sales appointment. We will also cover topics such as handling objections, value selling and prioritizing customers. In this interactive session, you will learn and offer ideas about partnering, market mix – and most importantly, how to develop a sales mentality.

You are strongly encouraged to bring the following items to achieve the best results from the course:

- Current informational flyers and brochures that are used to help sell your customized training programs.
- Books or binders of information that you have about your courses and services provided.
- Testimonials from happy customers.
- Sample contracts, agreements, or ideas that help sell your customized training courses.
- Assessment tools used before the start of training.
- Evaluation tools used after training completion.
- Any plan of training that is unique with your customers.
- Examples of different modes of instruction sold to customers (online, stand-up, computer-based, satellite)

The following two pages involve a bit of “prework” to get you started and ready for the course. Please complete these in preparation for class and bring them with you.

SALES CALL CHALLENGES

The statements below reflect challenges often encountered by individuals during sales calls. After reading through each statement, rank them in order of their challenges to you – as a sales person – with 1 representing the most challenging item, 2 the second most challenging item, and so on. Feel free to add any other challenges your encounter under “other” – and rank those as well.

_____ The call is over before I can discuss everything. I don't get the chance to present all of my ideas and thoughts.

_____ The customer won't commit to anything. He/she wants more time to make decisions.

_____ The sales call starts slowly. I can't get my customer's attention quickly.

_____ Objections or concerns are raised by the customer.

_____ Price is the biggest factor for the customer decision.

_____ I can't keep the customer focused with our discussion.

_____ The customer sees no reason or value for change from the current status.

_____ I am no further along in the sales process at the end, than at the beginning of the call.

_____ Other

_____ Other

_____ Other

Please complete and bring this with you to class.

SELLING SKILLS

Throughout the course, you will have an opportunity to plan how you will apply the learned skills. Using one of your current customers, you will develop a plan for an upcoming sales call. You will then use that same customer for all planning exercises throughout the course.

In preparation, please identify two to three of your customers with whom you plan to have a sales call in the near future. Consider those customers with whom you are just starting a relationship, as well as those with whom you have a long-standing relationship.

Customer 1:

Customer 2:

Customer 3:

Please complete and bring this with you to class.