

Sales and Service 101

GETTING BACK TO THE BASICS OF BUSINESS

Paul Reilly



TOM REILLY
TRAINING

Sales and Service 101

Sell customers what they need, and give them the service they want.

Sales and Service professionals are in the people business. When you are in the people business, you need to understand people. Understanding these skills will make you aware of their importance. Developing these people skills builds the foundation for sales and service professionals. Therefore, we focus on these common people skills and techniques to improve them.

No one makes money until something is sold, but what happens after something is sold? Sales 101 will help with the initial order; Service 101 guarantees the second order. Sales and Service 101 is your playbook on how to gain and retain customers. That is why this training program is titled Sales and Service 101 versus Sales or Service 101.

People Skills 101

- *“The softest things in the world overcome the hardest.”* - Lao Tzu
- There is nothing soft about soft skills. People skills provide the foundation for sales and service professionals.
- People skills are deteriorating. We live in a detached world with less face-to-face and voice-to-voice communications. How can our world be so connected, yet people remain disconnected?
- People Skills 101 identifies the necessary people skills, and techniques to enhance them. After completing this training module, you will manage your relationships better, communicate effectively, and read your customers accurately.

Service 101

- According to a recent Gallup Poll, 93% of customer experiences are average or below average.
- The commoditization of products and services has created a competitive business environment. We can no longer afford to be average. Service remains one of the few areas where we can differentiate ourselves. Yet a vast majority of companies are striving to be “as good” rather than better.
- Service 101 examines the importance of customer service. You learn how to serve internally and externally. You will also learn how to recognize Breakthrough Service Opportunities® through teamwork and applying 101 service techniques.

Sales 101

- Sales is at the heart of every organization. Every other function of an organization is supported by the salesperson’s ability to create results.
- Traditional sellers focus on a quick-pitch and a hard-close versus understanding their customer’s needs. Traditional sellers focus on themselves, not the customer. Sales 101 focuses on the customer and their needs. When we understand our customer’s business, we understand their challenges and our opportunities.
- Sales 101 begins with pursuing the right prospects the right way. You will learn how to execute the 4-Phase Dynamic Sales Process®. You will learn how to target business needs and personal needs through the 2-Dimensional Needs Analysis®. By pursuing the right business and understanding their needs, you will recognize Breakthrough Sales Opportunities®.

Sales and Service 101 Day One

The 101 message

This opening module is an introduction to the 101 message. 101 is getting back to the basics of business, which are sales and service. The opening module includes...

- The importance of basics and fundamentals
- Why we need to get back to the basics
- Simplicity and teamwork



People Skills 101

Since we are in the people business, we need to understand people. In people skills 101, you learn soft skills common to both sales and service professionals. This module includes...

- Social intelligence: empathy, relationship building, conflict resolution, and likeability
- Communication skills: verbal communication, non-verbal communication, and active listening
- The importance of reading people and pacing our customers

Service 101

The service 101 module focuses on delivering the level of service that our customer needs and expects. In addition to serving our external customers, you learn to work as a team to serve the customer. The service module includes...

- How to recognize and realize Breakthrough Customer Service Opportunities®
- Front line service techniques to deliver breakthrough customer service
- Internal service techniques to deliver breakthrough customer service
- Using social media to support the customer service process
- Communicating with our customers using the GUARD® method

Sales and Service 101 Day Two

Sales 101

Sales 101 is a one day stand-alone module. Sales 101 focuses on selling the customer what they need to buy versus what we need to sell. Sales 101 focuses on selling to the customers' business needs and personal needs. The sales module includes...

- Selecting and pursuing the right prospects
- Social media to support the sales and prospecting process
- The 4-Phase Dynamic Sales Process®
- The 2-Dimensional Needs Analysis®
- How to ask for the business
- How to handle customer objections using the CAR® method
- How to recognize and realize Breakthrough Sales Opportunities®



About the Trainer

Paul Reilly began his sales career at the age of 16 in St. Louis, MO. He has sold car washes, painting services, jewelry, propane, construction tools and fasteners, and medical equipment. He sold while attending the University of Missouri – Columbia, where he earned his undergraduate degree in Business Marketing. Paul also sold while earning his MBA from Webster University. He has been a top-performer in his extensive sales career because he embraces the 101 philosophy “Sell customers what they need, and give them the service they want.”



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The 101 message focuses on business fundamentals, as sales and service are the fundamentals of business. Regardless of your industry, your product, or your service; every company sells a solution and serves a customer.

The 101 message is grounded in simplicity, not complexity. The 101 message is about standing out, not blending in. The 101 message is designed for the field; not just the classroom. Everything you learn can be applied from day one.

- Sales and Service 101 focuses on building the necessary people skills, guaranteeing sales and service excellence.
- Sales 101 focuses on developing basic sales skills, putting the focus back on the customer, and creating customer-focused solutions.
- Service 101 focuses on customer service principles to serve your internal and external customers. Service 101 is an individual and team approach to customer service.
- Sales and Service 101 is a simple, executable approach to business where you recognize and realize Breakthrough Opportunities®.



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