

# Ray Leone: Sales Funnel® Sales Methodology



**Target Group** Sales Team, Directors, Front line Sales Managers, New Business and Account Managers

**Expected outcome**

Sales Funnel is a best-in-class, fully integrated sales methodology where we combine sales process with specific techniques and communication skills. The top-line impact of executing the Ray Leone methodology is unrivalled. Typical results are:

- Increase in top-line sales revenue
- Improvement of conversion ratios
- Increase in total revenue and
- Outperforming the competition.

We will enable you to implement a coachable, repeatable and manageable sales methodology that delivers outstanding results, time and time again, allowing you to replicate these success-elements and techniques across your entire sales team, equipping them to talk the same talk and walk the same walk.

This will result in your sales people knowing whom you are selling to, what buying criteria are important to them and gaining access to those people who have influence on the buying decision. The program will enable them and your company to be more effective, in preparing, presenting and negotiating deals.

Building blocks:

- > Taking the lead
- > Building and maintaining rapport
- > Front talk
- > Problem definition, power questions & pain questions. Being able to develop better solutions to better-defined problems. Understanding the problems or ambitions behind the purchase and addressing them more successfully.
- > Challenging your customer to gain superior insights and achieve superior outcomes.
- > Position yourself as an expert, problem solver and trusted advisor.
- > Learn how to determine the top 5 solution criteria of each decision influencer, before presenting a solution using the WITY
- > Understanding the dominant personal buying motives and addressing them
- > Closing to isolate objections and get them all on the table before issuing a proposal
- > Stop “puking” and start asking incisive, professional and differentiating questions
- > Understanding all decision influencers and gaining access to them
- > Building the customer’s buyers grid and developing and managing the engagement strategy
- > Developing a joint-venture solutions approach
- > Building solution options into your proposals, discuss and presenting them more effectively
- > Pulse takers to establish how well your team is doing in the eyes of your customer, before they make the decision.
- > Identifying and addressing the personal dominant buying motives, using feature-benefits-you appeal
- > Handling and pre-empting objections, price pressures and customer concerns
- > Closing and accelerating the deal through the sales cycle

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#### Optional/add-ons

- > Educating Account Management teams how to use 'WITY's' in their own account management setting
- > How to handle Tenders and RFI's/RFP's
- > Pro-active territory management

Implementing Ray Leone's sales methodology is not done overnight. It takes time, good implementation processes, change management, excellent execution, active coaching and guidance from front-line sales leaders and their managers. The Sales Funnel® implementation is combined therefore with a manager's coaching program, where we stimulate, teach, coach and challenge the front-line sales leader team to become expert and active in:

- > Selling and applying the new methods themselves in order to set the example
- > Active and structured coaching
- > Process management and resource allocation
- > Sales innovation: helping the sales team to find new and better ways to close specific deals, better position certain propositions and presentations, help their team with deals 'stuck in no-decision-land', strategizing deals and meetings and "murderboarding" important presentations, in an inspiring way

"The principles of human behavior do not change, only the application of those principles. Depending on the desired outcome, you will have a reverse engineered program using modules that incorporate those principles necessary to achieve the desired outcome."

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#### About me?

- > I want to improve sales results
- > We aim to improve our conversion ratios
- > I would like my team to focus more on selling value and get away from price discussions
- > My market is becoming increasingly competitive and I want to get and stay ahead of my competitors
- > We need to be able to counter increasing price pressure by becoming better at creating and selling value
- > We want our sales team to become more professional and effective
- > We want our team to speak the same language
- > The sales organisation needs to work more effectively with marketing, sales support, product specialists or other internal colleagues
- > We want to shorten our sales cycles
- > We need to better qualify and improve our win rates.
- > We need to learn how to lose faster and win faster.
- > I am looking to improve the accuracy of my sales forecasts
- > I need to improve my chance of success, eliminate the chance of failure and to achieve consistent and predictable growth
- > I would like to avoid having to compete in RFI/ RFP tenders completely
- > I would like to find out how I eliminate all objections before I send my proposal. I currently get my customer's objections after I have made my proposal and presentation

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#### Content

- > DISC assessment and practical application in sales situations
  - > Research Phase where you ascertain the business and personal needs
  - > Educating your client by discussing solution options,
  - > Presenting in a way that makes your prospect want to buy from you
  - > Dream fulfilment by negotiating and implementing the solution proposed
  - > Sales best practices tailored to your specific sales situation
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Competencies	Perseverance Influencing Conversation skills	Self-assurance Impact Courage
<b>Approach</b>	 Personal  Interactive  Game or case  Action learning	  Debate and discussion   Buddy coaching   Personal feedback   DISC assessment