



LDL PRESENTS

# BIG Ticket Selling

## How To Sell To Major Accounts

An advanced skills seminar for the experienced sales professional

Need help closing your stuck orders? Fed up with 'in the bag' sales going to the competition at the last minute? Want more information on how the customer buys? Here's the solution...

BIG Ticket Selling is a state-of-the-art modern sales programme for the salesperson who sells complex products and services in a multicall multidecision maker environment.

Most sales training focuses on small ticket sales skills. This masterclass looks at the additional skills required by the major sale. **This session includes:**

### Principles

- How to manage the complex sale.
- How to sell at Board, middle manager and user level.
- How to instill a sense of urgency.
- How to be: a specialist, a problem-solver and a profit improvement partner.

### 9 Laws of the Major Sale

- How to sell financial performance, not just operating performance.
- How to come in knowledgeable. Everyone wants to deal with the person with the best knowledge.
- How to structure the final presentation.

### Quantification techniques

- Numbers are the language of the major sale.
- Why Quantification is King.
- Gap analysis. How to drive a wedge into the gap.
- How to sell the way of the insider.
- Case history. How to put all this in your proposals.

### Positioning Strategies

- How to use personal and corporate positioning.
- How to sell the idea of partnership.
- Big Ticket prospecting.

### The Buying Process

- How to identify the 7 distinct stages the major purchase moves through.
- How to handle risk issues.
- How to use criteria for ordering techniques.
- How to free up the stuck order and move the sale forward.

### Competitive Strategy

- How to get the customer to choose you.
- How to influence the initial specification.
- What to do if it goes quiet.
- The biggest mistake you can make.
- How the customer evaluates competing options.

### How to 'cover the bases'

- How to use account mapping. A 9 stage formula that will transform your approach.
- How to unravel power, politics and influence.
- How to handle multiple decision makers.

### And much more!



Skill  
will

# BIG Ticket Selling



Two strategies will make or break profits in the next decade. Firstly, focus your principle sales effort on your major accounts and secondly, train your salespeople in major account sales skills. This seminar provides a logical, formalised and complete framework to plan and manage a high-value sale. It highlights the importance of selling solutions that offer profit improvement as opposed to traditional features and benefits. It looks at account mapping, gap analysis and the psychology of a buying sequence. Every imaginable skill that's available to close major sales is packed into this superb programme. It will transform your notions of what major account selling is all about.

## Selling is Changing

Most sales training focuses on small ticket sales skills. This seminar looks at the ADDITIONAL skills required by the major sale. In the large sale you go from single to multiple decision makers; most of the selling takes place when you're not there; you make multiple calls on the account; competition is fierce; you must lower the perception of risk and you have to quantify return on investment. Big Ticket Selling looks at each of these areas and how to handle them.

## Structure of a Major Purchase

The seminar is built around an in-depth investigation of the RACERNI® sequence. RACERNI® looks at the 7 distinct psychological stages the BUYER moves through in making a major purchase. It unravels how the customer buys and provides an excellent framework to manage a complex sale. LDL's credo is 'provide a structured approach'. The highly practical, non-theoretical content will strengthen your skills in virtually every area of the major sale.

## Six points

Big Ticket Selling sets out to make six key points – Robin Fielder calls them 'Eureka' points - any one of which received and deliberately practised could repay your investment a thousand times over. Whilst these skills are mandatory for large sales, many of them, when applied to the medium sale will vastly increase effectiveness. Big Ticket Selling brings your team up to speed with the exciting new skills required to keep pace with the changing practice of selling. Comprehensive notes are included.

## Your Seminar Leader: Robin Fielder

Robin Fielder is Managing Director of LDL. He regards this programme as core learning for the senior salesperson. The content is the result of two years study and review conducted by him into the differences between small and large sales. The day is literally bursting with dozens of proven 'how to' techniques you and your team will be able to use immediately. Don't miss it!



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**ldl** Leadership  
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Venues 2008

Please insert number of tickets required.

Time 10.30-16.45  
LONDON Kensington Close Hotel:

16 Apr 2008

18 Jun 2008

Please send me  tickets for BIG TICKET SELLING at £399+VAT each

I enclose a cheque for £  programme fee inc VAT made payable to Leadership Development Ltd.

OR, I prefer to pay by Amex/Diners/MasterCard/Visa A/C No.  Exp.

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