

Salecology®

A man with a beard, wearing a grey cable-knit sweater and brown trousers, stands on the left. A woman with dark hair, wearing a white and black striped blazer over a white shirt, stands on the right. They are both looking at a long, dark grey table with a light wood top. The background is a bright, modern showroom with white structural beams, hanging lights, and various furniture pieces.

Showroom Salecology

Professional Sales Development

What is the programme?

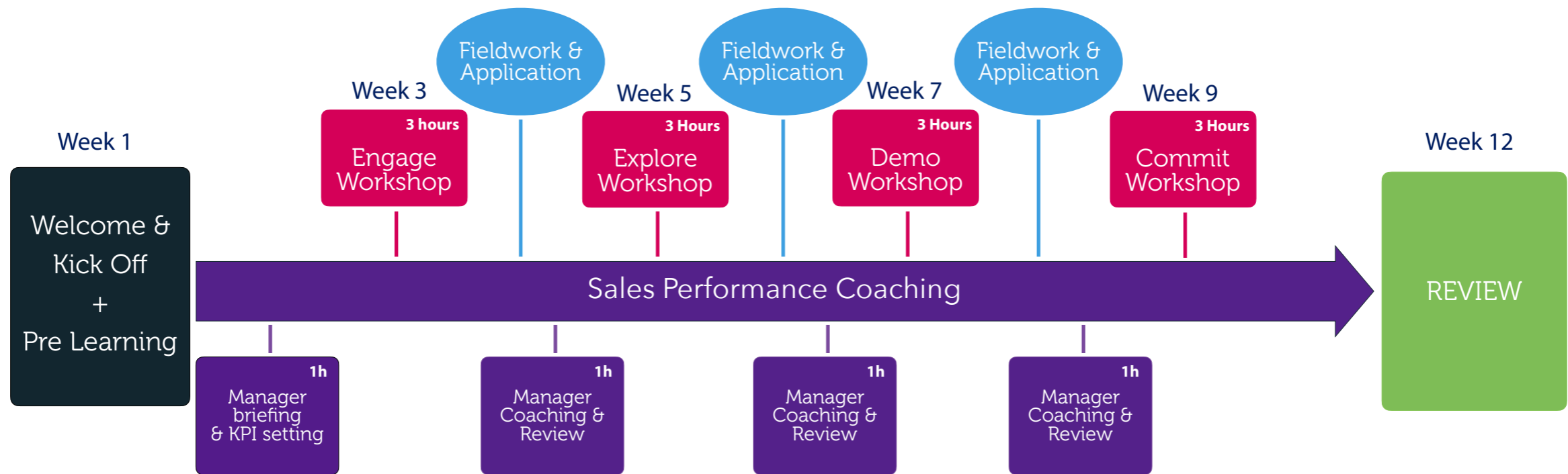
Your products and brand is incredible! Walking into a your showroom should wow people as soon as they step in, but in order to do that, the potential customer needs to be engaged and feel the experience.

The brand has brought them through the door, but it is the showroom experience and how that engagement makes them feel that will make turn them into customers. This programme looks at how do we enhance the skills and behaviours of the showroom team to not only engage with the customers, but also influence their decision making throughout their showroom experience.

The programme has four cores sessions:

- **Engaging with Customers** - How do we meet and greet the customer and start to build rapport instantly. Every person is different and we need to have a connection with each of them. What is the right way of saying 'hello' for that particular person, how do we approach them and engage them into a meaningful and value adding conversation.
- **Explore** - Exploring is so much more then asking questions. it is how we get the customer to open up with emotion and desire, lifestyle and usage, not just functional requirements. This tells us their Why!
- **Demonstrate** - Having understood the requirements we need to know how to influence the customer throughout the walk and talk around the displays and products, how to get them to touch and feel the product, to visualise themselves owning it and putting them into a buying mindset.
- **Commit** - Depending on your products and services, how do want the customer to commit to action. Learning how to get the customer to engage into the process and influence the next steps will get us to raise our game, win customer loyalty and generate more sales.





Learner Journey - 12 Week programme

The programme can be delivered across 2 days, or extended to 12 weeks, depending on your needs and requirements. The programme ensures that each delegate not only learn the skills and methodologies for each part of the sales process, but more importantly **they are successfully applied in the showroom** before learning more content.

Workshops

Each workshop session is highly interactive and focused on bringing the content to life through discussion, RealPlay, and utilising the delegates experiences and scenarios. Each workshop is circa 3 hours, maximise the learning time and reducing showroom downtime.

Fieldwork and Application

Each workshop will be at least 2 weeks apart to allow time for the delegates to take their new found skills and behaviours and practice them in the showroom. Each week an email will be send to the team with video, reading and refreshers on some of the tools and techniques taught, with reminders and actions to practice during the week.

Manager Coaching and Support

As with all behavioural programmes the success is linked to the effectiveness of Managers embracing the new behaviours and reinforcing them with the team. With that in mind we will deliver Manager coaching around the behaviours to build the skills within the team alongside the rollout of the programme.



Engaging with Customers

Walking into the showroom can make or break the customer experience. The meet and greet aspect is more than saying hello, its about reading the customer, connecting with them, building instant rapport and putting them at ease.

This module acts as the core aspects of the rest of the programme as it will link throughout the 4 sessions and continue to come back to style and personality. It introduces sales psychology and how to connect with people and start building relationships. It explores how different personalities act and behave, identifies your selling style, and shows you how to adapt your style to better engage and build rapport with different types of people.

It shares core aspects of customer buying habits, how decisions are made and introduces the 3 Why's, - Why change, Why now and Why choose us. In addition to this, it also teaches how to kick start a conversation with a customer and how to concierge those who don't have an appointment.

Core Aspects

- ✓ How customers buy your solutions
- ✓ Selling in today's world
- ✓ The 3 Questions that determine success
- ✓ 4 Parts of a customer visit
- ✓ Salecology Personality types
- ✓ Your Salecology personality profile
- ✓ How customers like to be sold to
- ✓ Speed reading customers

Meet and Greet

- ✓ What is meet and greet
- ✓ Where to do it
- ✓ How to approach customers
- ✓ How to engage into conversation
- ✓ Concierge service
 - ✓ Time allocation (fast service vs 1hr)
 - ✓ No appointment vs appointment

Core Aspects

- ✓ Questions that effect outcomes
- ✓ 3 Levels of Listening
- ✓ Matching and Mirroring for rapport
- ✓ FAB's to Riches
- ✓ Pain and Gain Analysis
- ✓ Not Selling too early

Explore

- ✓ Purpose of Exploring
- ✓ Best place to conduct the explore
- ✓ Features and Benefits of our products
- ✓ How to influence through questions
- ✓ How to read between the lines
- ✓ Spotting emotional triggers
- ✓ Uncovering timeframes and decision making criteria



Exploring wants, needs and dreams

Exploring is more than asking questions, it is about enabling the customer to express their feelings about what they want, what they need and how they see themselves using your product and service.

A great showroom consultant is able to create an environment for the customer to open up about their desires, ask both lifestyle questions to uncover usage, and also utilise great questioning techniques to influence the customer and lead them towards our products and services.

There is little point asking questions if we don't listen to what the customer is telling us. Showroom Salecology teaches how to move past the words being said, learning how to read between the lines and spot the emotional triggers in the conversation. When used effectively, this listening skill, combined with the questions, helps build deeper, more meaningful conversation, and builds strong rapport and emotional connection with the customer.



Demonstrating Why Us!

The Demonstrate phase is about showing the customer why us! meaning why Your and why you. Having explored their needs, it is time to move them around the showroom and demonstrate the items that will give them exactly what they want and need.

Utilising Salecology's Solution Heartbeat., the team learn how to play back the conversation from the Explore stage and demonstrate how and why the products features and benefits meets their needs. Different customers have different requirements at the demonstrate phase, some need to visualise, some need to hear your presentation and some need to get hands on. The team will learn how to spot the various requirements, tailor the demonstration to each style, and win over the hearts and minds of the customer.

More advanced tools are also covered on how to handle more than one person at a time, i.e. if a couple come in, how do we keep both engaged and not to wander off (physically or mentally). The same rules apply to dealing with people with disabilities or difficulties. How do we modify our behaviour to be respectful and engaging.

Finally we look at how to put the customer into a mindset where they can say... YES, this is just what i want.

Core Aspects

- ✓ Making Benefits Statements
- ✓ The Solution Heartbeat
- ✓ Pacing and Leading
- ✓ Advanced Matching and Mirroring
- ✓ Different styles of demonstration (VAP)
- ✓ Gaining Buy-in

Demonstration

- ✓ Purpose of Demonstrate
- ✓ Putting the customer into a buying mindset
- ✓ How to recap and present the product
- ✓ Getting customers hands on
- ✓ Body positioning when selling to couples
 - ✓ What about people with disabilities
- ✓ Getting the customer to say YES!

Core Aspects

- ✓ Advance vs Continuation
- ✓ Origin's of objections
- ✓ ARCing objections
- ✓ Gaining commitment
- ✓ Following up
- ✓ Defining our our performance KPI's.

Commit

- ✓ Purpose of Commit
- ✓ Different types of commitment
- ✓ What objections do we hear?
- ✓ 2 types of Objections
- ✓ Objections prevention and handling
- ✓ How to gain commitment to action
- ✓ Should we follow up and how?



Gaining Commitment

Getting the customer to commit to action is essential in advancing the sale. This module teaches how to ensure that you close the meeting with clear next steps that will move the customers around the buying cycle to the successful outcome.

The Commit stage of the programme is designed to move the customer into a decision making mindset and ensuring that they leave the meeting having made some clear choices with some clear next steps to taking those choices. You will learn why customers object and how to deal with genuine objections, stalling tactics and how to spot genuine reservations in both body language as well as verbal patterns, and getting the customer to say YES, this is what i want. If your showroom sales directly, we will also cover the closing aspects and next steps.

As this module wraps up we discuss what does showroom excellence look like and how do we measure our success. Should we follow up with customers and if so, how should we do that. What would world class look like from start to finish?

Monthly Reviews, Coaching and Feedback

Driving change in behaviour and results is key to this proposal. It is important to constantly track behaviour and results to sustain the behaviour change and results.

Combined with the manager coaching sessions, various coaching tools will be implemented to enable observations and feedback of the behaviours in action. An Observation feedback form will be designed to identify 20 Your behaviours from across the 4 areas of a showroom visit. This will be used to observe a customer interaction and provide feedback on strengths and used as a coaching conversation on areas they would like to enhance. This form can also be used for peer to peer coaching.

Sales Observation

Sales Person: Date:

Observer Name: Store:

Scoring Scale: 5 = Exceptional - exceeded all expectations, 4 = Great - exceeded some expectations, 3 = Good - met all expectations, 2 = Needs Development - some but not all expectations met, 1 = Below Expectations - did not meet expectations

Area	Behaviour	1	2	3	4	5
Connect	Greets customer in friendly appropriate manner	1	2	3	4	5
	Moves away from desk and meet customer on the sales floor	1	2	3	4	5
	Uses IPS to engage with the customer	1	2	3	4	5
	Uses Non / Verbal cues to engage	1	2	3	4	5
	Builds rapport - uses matching or mirroring	1	2	3	4	5
Comments						Score - Connect
Explore	Uses open & lifestyle questions to build the needs	1	2	3	4	5
	Uses active listening	1	2	3	4	5
	Explores customers budget and timescale for project	1	2	3	4	5
	Explores fitting requirements; DIY, DFY, etc	1	2	3	4	5
	Uses customers language and VAK style to build rapport	1	2	3	4	5
Comments						Score - Explore
Demonstrate	Uses Solution heartbeat to make benefit statements (does not feature dump)	1	2	3	4	5
	Sells complete solution on sales floor not just TAG	1	2	3	4	5
	Adapts selling style to match customer throughout the demo, engaging both parties	1	2	3	4	5
	Uses closing questions and body language to gain buy in	1	2	3	4	5
	Uses sales collateral and/or story telling to reinforce the products and services	1	2	3	4	5
Comments						Score - Demonstrate
Final	Makes one clear recommendation for complete solution	1	2	3	4	5
	Uses Feel, Felt, Found and ARC on objections	1	2	3	4	5
	Uses give and take in negotiation	1	2	3	4	5



Impact Analysis and Further Development

The initial Manager conversation is designed to define KPI's that everyone is working towards during the training programme rollout.

For the duration of the programme, Salecology will continue to review and measure the impact the training is having on the individual, team and organisation. Part of the review process is to ensure everyone is maximising their performance and also identify further developmental requirements.

At the end of the programme a final review and assessment will take place to reflect on the impact of programme and identify any opportunities for further development across the showroom.



Why Salecology?

Salecology are the world's leading sales behaviour psychologists. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your customers and influencing them to say YES, resulting in more sales.

At Salecology we offer a range of high impact services to help you and your company move from good to great. We have specialist expertise to help enhance and develop your organisation from individual sales improvement solutions to complete sales transformation. Our goal is to drive significant, sustainable impact

that will accelerate your business and deliver top line revenue growth. We have an unbeaten track record in giving companies the edge they need to succeed.

Our clients rely on the Salecology to keep their sales forces at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest trading periods in history. No organisation can afford to stand still in today's constantly evolving business environment. So we don't. At Salecology we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver sustainable revenue growth for your business.

The Science Behind Salecology

Through the seamless integration of five distinct disciplines, Salecology combines decades of research to create a practical and highly effective methodology. Our balanced programs utilise applied behavioural and neuroscience that combine the head and heart, the conscious and subconscious, and the dynamism of personality types and dispositions. Salecology will allow you to connect with prospects in a whole new way, guaranteeing long-term success with an immediate impact on your top line.

- **Neuroscience** – How the brain functions both consciously and unconsciously
- **Psychology** – How personality and intellect affect behaviour
- **Sociology** – How people respond in group situations and to social pressure and trends
- **Neuro-linguistic Programming** – How to influence anybody anywhere through using the dynamics between mind, language, and behaviour
- **Sales** – The activity and process of selling your product, services or benefits of your charitable organisation.



[To learn more about our science click here to download our brochure](#)

People Buy from People they Trust!

Testimonials

"Salecology's ability to really understand the key business challenges we face, together with their engaging learning style, have made an enormous positive impact with real tangible results in sales growth."

Hillary Harris

Chief Talent Officer
Reed Business Information

"Salecology have really shown how to apply science to the art of fundraising. Their methods are all about communication, not just fundraising, and can be applied to anyone in any area of fundraising I was skeptical as an Annual Giving Officer that it wouldn't be relevant but I was wrong - their methods can work for email and mail as well as in person. One of the best workshops I've done!"

Jennifer Murray

University of Waterloo

"Through deploying the Salecology programme, we successfully transformed our core New Business sales team by providing them with additional capabilities to engage with their prospects at greater levels. As a result our New Business performance, within this team alone, has increased by 277%."

Steve Nicholson

Group Sales Director
XpertHR

"My team loved it and thought it was the best training/skills improvement session we have ever done, and 6 months on I still hear the team strategising on how to use different skills they learned during that week."

Merlin Piscitelli

Chief Revenue Officer
Datasite

"Salecology knows how to turn good sales people into great sales people... resulting in a deeper understanding of customer needs."

Dan Barnard

Global Vice President of Sales
ICIS



Salecology[®]

We have delivered over \$2bn of value to our clients

KROLL

 uOttawa

 Infinity

argus

 UNIVERSITY OF WATERLOO

ORACLE

informa

bob

 Datasite®

 wisely.

 Symantec™

 perkbox

Xpert 

GAGGENAU

Nestlé

Travis Perkins

SOLVAY



Sony Centre

B/S/H/

Salecology®

Award-Winning Partner



CorporateLiveWire
GLOBAL AWARDS
2022



Sales Training Provider of the Year



UK ENTERPRISE AWARDS
2022



Best Remote Sales Development &
Consultancy



TOP SALES AWARDS
2021



Best Sales Assessment Tools



UK ENTERPRISE AWARDS
2021



Leader in Sales Force Emotional
Intelligence



PERSONNEL TODAY AWARDS
2021



HR Supplier of the Year



PERSONNEL TODAY AWARDS
2021



Learning & Development Award



EUROPEAN ENTERPRISE AWARDS
2020



Best Sales Coaching & Consultancy



UK ENTERPRISE AWARDS
2020



Best Sales Consultancy

Salecology®

CONSULTING

TRAINING

COACHING

RECRUITING

ASSESSING

Salecology is your sales partner that applies behavioural and brain science to sales programmes and services to improve your relations with your prospects, customers/donors, and to ensure you earn more revenue.

Our proprietary Salecology provides you behavioural insights for your daily work with a focus on data-driven sales, customer experience, marketing, communications, talent management and recruitment.

Not only do we provide consulting services, we also provide you training services and develop customised packages to get your team up and running in the behavioural psychology and neuro-sales methodology.



Salecology can guarantee you sustainable long-term success...

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