



Course Outline (1 or 2-Day)

Faculty Name: Ian Rheeder

1. Programme Overall Aim/s

The programme will enable salespeople to master a high-trust selling system (CUSP[®]) that is both easy to grasp and implement.

"I will be able to apply the CUSP Sales System. I did complicated SPIN Sales Training last year and it terrified me!" Leatitia van Straten, Marketing Director, Specialised Exhibitions

"It was the best sales course in my 20 years of sales."
Berlene Ras, Sales Manager, Guvon Group

2. Overall Course Objectives

From the "meet & greet" to the "close", complicated sales training models are impossible to remember and implement. This is why the intuitive CUSP[®] sales system was developed. In a hyper-competitive product and price parity world, the only differentiating factor has fast become the sales team's ability to persuade. Based on the most recent thinking, this high-trust selling programme is guaranteed to increase conversion ratios, whilst increasing job satisfaction.



Figure 1: CUSP is intuitive, undeniably easy to grasp, easy to remember and easy to implement (the system is heavily grounded in the latest research in the neuroscience of persuasion; REDS objection handling is also based on understanding the way our brain works, whilst always maintaining mutual-trust)

3. Duration

The module will be completed in 1 or 2-days – 14 x sessions.

4. Course/ module topics

Light sales theory, for heavy implementation.

The topics to be covered during the module include:

DAY-1:

- Topic 1 Discussion: Background to selling & motivation why selling is key
- Topic 2 Definition of Selling & Class discussion: Why is the salesperson more important than the products they sell?
- Topic 3 Exercise: What is your Point-of-Parity (POP) and Points-of-Difference
- Topic 4 Exercise: Difference between Marketing & Selling (AIDCAS): Awareness, Interest, Desire, Conviction, Action, Service
- Topic 5 Exercise: Four ways to grow sales (Ansoff Matrix): New Business Development
- Topic 6 Exercise: Which part of selling is the most awkward for you? (i.e. closing)
- Topic 7 Discussion: What makes a top sales organisation & salesperson?

DAY-2:

- Topic 8 How to reach busy Key Decision Makers (15 ideas): choose your best method
- Topic 9 Discuss and interrogate the CUSP Sales System: Customer's trust, Uncover, Solutions, Propose. Develop and choose best questions and closing line.
- Topic 10 Role-Play: Sell each other a product. De-brief with facilitator what worked.
- Topic 11 REDS: The neuroscience of Objection Handling: Repeat with Empathy, Deeper,

Solve. Become confident in closing deals (because you can handle objections).
Topic 12 List top-6 objections and the top-6 solutions
Topic 13 Role-play: Objection Handling
Topic 14 Summary of entire Sales Process (CUSP); Q&A, discuss CUSP assignment.

5. Session learning architecture

All sessions will be a combination of:

- Facilitated sessions
- Leader-led dialogues
- Practical exercises & Role-plays

6. Course Material / Pre-Programme Preparation

6.1 Pre-programme readings: The New Skills of Selling

Delegates are required to engage with the following materials prior to attending the session:

Ryals, L. & Marcos, J. (2012). The (New) Skills You Need to Succeed in Sales.
Harvard Business Review (Comments by Ian Rheeder).

6.2 Recommended Readings:

Sales Tips & Articles at www.markitects.co.za (ref. below published article)

- Rheeder, I. (2010). Developing The Sales Plan. Grow Your Business using the Ansoff Growth Matrix. Strategic Marketing. Issue 4, 2010. p.40.

6.3 Pre-programme preparation question

How has selling changed this century?

7. Module Assessment (Workplace Individual Assignment)

Weighting: 100%. Due date: two-weeks after the end of the training.

The High-Trust Selling Module Assignment will require a transcription of a carefully selected Consultative “sales” call/s (i.e. where you will incorporate all seven distinct stages of selling; ref. Fig.1 above). Marking: 50% of the points will be based on research and planning/preparing for your CUSP Sales Process. The balance of marks (50%) will be your discussion of the outcome of your CUSP Process (for more information ref. the full assignment). In the assignment the salesperson must demonstrate how they guided the customer through a high-trust and low-tension experience – a win-win technique or mind-set of selling that puts the customer before the sale.

Customer Trust: The first of stage of this process involves building trust between yourself and your customer. Studies show that people have an unconscious repulsion to being persuaded — nobody likes a hard, impersonal sale. Overuse of this selling technique shuts down the cognitive and creative reasoning of our rational brain, the prefrontal cortex. In order to build customer loyalty, salespeople need to gain a customer’s trust. Rather than pushing a product, stop and smile. Lower

the tension and increase the trust between you. Maintain eye contact while listening to your customer.

Uncover Customer Needs: Ask your customer important questions and then really listen to the answers. In this way, you will be able to uncover your customer's real needs.

Solutions: Only after developing more than one solution, do you introduce your product as a possible solution to your customer's previously uncovered needs.

Propose: Having followed the above steps, you are now ready to formally propose and close the deal. If the CUSP steps are done well, the close becomes the most enjoyable part of the selling experience for both parties.

8. Sustaining the learning

To sustain the learning, it is suggested that delegates develop a 60-day plan to implement CUSP, with special attention to Objection Handling and Closing. Whether selling face-to-face, on the phone or on e-mail, the three Colour A5-Cardboard Tools will help immensely with your day-to-day interactions with customers. Keep the detailed notes/workbook as post-programme reading.

9. Session Breakdown

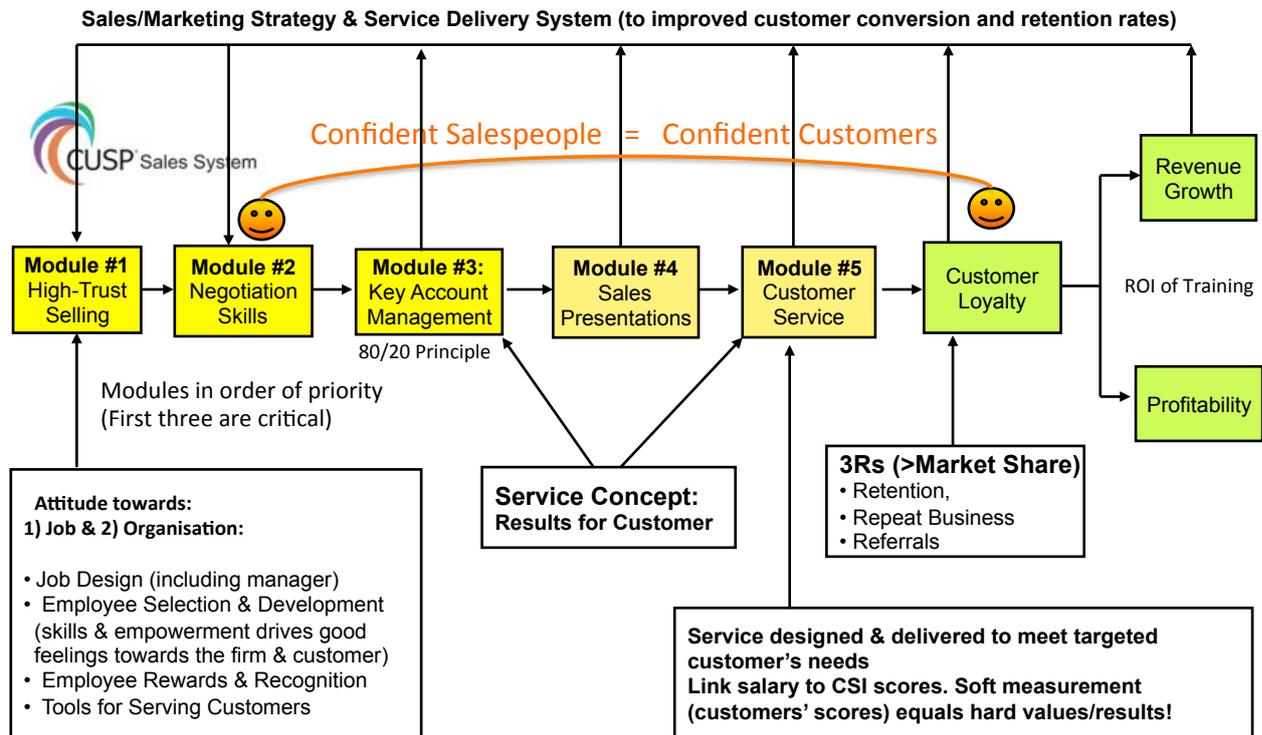
The high-trust selling module as per #4 above (to be discussed further).

IAN RHEEDER: Your Expert Sales Trainer



Ian is a fulltime sales & negotiation skills trainer, founding member of the SA Marketing Association, Past President of the Professional Speakers Association (JHB Chapter). Over the past decade Ian has successfully trained thousands of salespeople (every single delegate strongly agreed that CUSP is a simple yet powerful system). His previous corporate position was marketing & sales director of the global zipper giant, YKK. He is a chartered marketer and holds an MSc in Persuasion (cum laude). Ian's high-trust CUSP Sales System is heavily supported up by the latest neuroscientific discoveries. He has consulted in most industries (from FMCG to researching farmers' purchasing habits). He is currently completing his PhD in The Neuroscience of Persuasion.

Sales Team Development



© Ian Rheeder, Delivering Profit Through The Sales Team's Value Chain

REFERENCES: IAN RHEEDER

SALES SUCCESS/MOTIVATIONAL SPEAKER

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Berlene Ras, Sales Manager, Guvon Hotels Group

South African Breweries (SAB-Miller)



Why you should use Ian Rheeder as your Motivational-Sales Trainer:

1. Is consistently the top-speaker at sales and marketing conferences
2. 22-years practical experience in sales and marketing (ex Marketing & Sales Director for YKK, the global zipper giant)
3. Ian is self-made: supported both his parents in high school, educated himself in the evenings and clawed his way to the top of his industry
4. Since 2007, he has lectured sales & marketing monthly at Africa's number one business school (GIBS -- Gordon Institute of Business Science)
5. Holds the highest professional marketing qualification in Africa & Europe (Chartered Marketer since 2002)
6. Hold a masters degree in Innovation & Technology (MSc., cum laude)
7. Started Markitects Consulting 12-years ago: speaking at conferences and training sales teams full-time
8. Registered speaking professional and ex- Past President of the Professional Speakers Association of South Africa (Johannesburg Chapter).
9. Ian understands all aspects of presenting, sales, marketing, leadership and success. This enables him to understand a much broader range of audiences.
10. He has hundreds of references and has trained and consulted to most industries. All of this makes Ian one of the best-qualified speakers on the topic of "sales & success".

Below are just a few of the hundreds of references available.

Hi Ian, out of the 12 speakers (11-12 June 2014, Customer Experience Conference), overall your rankings were the best at the conference. Yours score at 96% form the 70 delegates was the highest overall, so greatly done! (11 July 2014), 20 October 2014. **Maureen du Toit** | Conference Manager | Knowledge Resources, Tel: +27 83 226 6657 | maureen@knowres.co.za

Hi Ian, Congratulations – out of all the 12 speakers, you again received the highest ratings! Thank you once again for your valuable contribution (7-Deadly Marketing Sins) and excellent session! 98% score. **Maureen du Toit**, 20 October 2014. **Maureen du Toit** | Conference Manager | Knowledge Resources, Tel: +27 83 226 6657 | maureen@knowres.co.za

“Thank you once again for speaking at our seminar (2014), the feedback was great; you scored 100% -- best speaker three times in a row.” Resources: **Katie van der Schyff** | Head: Conferences and

Your "customer experience" talk was outstanding – in my opinion the best Tile Africa has ever had in the last 10-years. So often, speakers have a set formula, which they seem determined to trot out whatever the circumstances. Your talk was very tailored to our needs and to the theme of the conference. It was also filled with some deep truths for us as a business, and actually for me personally. People are still talking about the points you raised today. I look forward to working with you again! Kate R. van Niekerk, Marketing Executive, Tile Africa, kate@norcrossa.com, +27 (0)11 206 9700 (May 2014)

"Of the 11 speakers at the international marketing conference, Ian won best speaker. Normally a speaker receives a few below average scores, but out of the 1,100 delegates there was not one. That's extraordinary." Sepehr Tarverdian, International Conference Organiser, sepehr@sepehrspeaks.com

"Of 20 international speakers at the Quality Managers Conference (2012), Ian not only won the best speaker award, but also broke the record score for a speaker in Iran." Alan Ayers, alan@speakersinc.co.za

"I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference." (Nedbank, Sales Conference, Feb 2009)

"Thank you that you presented at our conference at CSIR on Monday. I believe that your session was a huge success. We look forward in working with you again in the near future." (ABSA, 150 consultants, 16 March 2011)

Ian, what a treat to work with you and get an insight into your thinking and talents. You will be recommended time and time again. So enjoyed the process and am thrilled that everyone is happy with the outcome. Nicola M Tyler, Business Results Group, nicola@brg.co.za

"I have attended many seminars, training sessions, motivational talks, lectures and conferences during my career but none have been as awe-inspiring as your Marketing talk." Tony Tsuen, TonyT@Etana.co.za

"Your talk was absolutely priceless, and thought provoking to hear how you make marketing so practical, the way it should be, and left out the fluff that marketers so often get caught up in." (Tina Gouws, phinkrat@yahoo.com, +27 (0) 82 319 3810, Sep 2011)

I want to thank you for your share in making our 2014 national conference a huge success. My research shows that you got very positive feedback after your talk. I am really grateful. Thank you again. Ananda van der Walt, Financial Manager, Martins Funerals Franchising Pty (Ltd), ananda@martinsdirect.com

References: Sales Programmes
Excellent across all scores. Good content, well presented, very engaging.
Best sales course since I entered the sales industry. Compared to other facilitators, Ian was excellent. Well constructed and relevant.
CUSP is the most relevant and applicable sales training I have attended in my career. I would recommend Ian's training to marketing and management. (Aug, 2017)
Ian Rheeder's courses are the best. Interesting and informative.
World class! Really enjoyed the CUSP training and learnt a lot. (Aug, 2017)
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World class! Really enjoyed the CUSP training and learnt a lot. (Aug, 2017)
CUSP was the best sales course in my 20 years of sales. I would love to go on any training Ian can offer. Negotiations & Key Account Management next.
10/10. Excellent across all scores. Good content, well presented, very engaging.

10/10 for relevance. I now have the solution when clients object to my quote. I am now a better sales consultant than I was yesterday; and keen to sell.
10/10. I now realise my mistakes I've been making. CUSP is easy to implement and clear. Opened my mind.
10/10. Interesting & interactive. The time went so quickly; time flies when having fun. Feedback was very positive, and a couple of sales consultants have already told me they are closing deals using your CUSP system.
Presentation was excellent! We all did the practise sessions and everybody understood the course.
Ian is a brilliant facilitator and a real expert in his field that only comes with years' of experience and he connects well with his audience. The real life examples/scenarios that he was able to share with the group, assisted tremendously in grasping some of the context. This was one of the best sales courses that I have attended in my 20 year career so far and I am definitely going to implement my newly gained knowledge within my daily environment with my team. I would recommend this course to every New Business Development Manager and Key Account Manager.
I would like to take a moment to thank you for a worthwhile experience last weekend at Valley Lodge. The talk was relevant, helpful and very entertaining! On behalf of Chemvet we thank you for a memorable motivational talk. Hope to use you in future.
You delivered exactly the right platform for us to build on. Monica, Lisa and I believe that a long overdue turning point in the Corporate sales force has been achieved. (07 May 2015)
Everybody who attended your presentation walked away with something, it really was very positive and thought provoking. There is a new saying round the office, "I WILL CAUSE I CAN"; the sales team loved that. Ian was awesome; the sales team was very invigorated by the talk and it set a great sense of change and enthusiasm for the rest of the conference. I would most definitely recommend Ian.
Many thanks for the excellent training on Monday this week. I have received stacks of e-mails from our distributors saying that they enjoyed the training and learned a lot from it. Most of them told that the training was very informative, well organised and that you delivered the info in a simple and understandable for them way. Thank you very much! It was absolutely the best and I am very glad that we made it happened.
I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your sales session at the conference. (Feb 2009)
Presentation: Unparalleled!
Will be able to apply the knowledge: Yes, it has opened my eyes in so many areas...
Hi Ian, I just wanted to drop you a line to say a BIG thank you for the Sales Training last week in CT. I have done many courses both in the UK and Australia none of which where as inspirational as yours. I have been on a permanent high and feeling very positive not only about my work but about myself. So thanks again, I look forward to the next course on the 30 th 31 st July. Kind Regards
A great course experience. I learnt a lot and enjoyed every minute. I know I will use all the info in my business. The knowledge gained including all the notes has taught me about my personality type, & how to approach a customer with a positive self-esteem.
Great ways of handling objections, and explaining why we have a higher price. Very useful. Make the same course available to management; they must become aware of our problems/concerns. Facilitator: Ian developed a good grasp of our business quickly.
Will be able to apply knowledge, especially understanding personality types. Facilitator: Excellent
Will highly recommend & refer. Very interesting, insightful and kept the delegates interested.
I am in awe of Ian Rheeder! Overall it is the best course I have ever been on, not one dull moment. AWESOME!
Program Leader's knowledge: Ian's knowledge is boundless. His course was extremely informative and enjoyable.
Yes, the methodology and structure of the training will allow me to implement the training tomorrow. Facilitator: A high standard across all disciplines. Thanks for the valuable information. This is a course I can really use!
I have learnt many new ways of dealing with customers. Facilitator: Very well informed speaker. Not boring. Very interactive.
Yes, my approach will be much more structured in the future. I now know which questions to ask. Thanks for the well-structured notes! Well done. Facilitator: Excellent; lots of knowledge with many relevant examples. Very pleasant to listen to.

Thanks!
Good layout of course. Will now be better equipped to meet new/existing clients. Facilitator: Well equipped to teach. Good listener too.
Yes will be able to apply the knowledge. All management should attend this course. Facilitator: Vast knowledge with good examples. Can see why he is a successful sales/marketing manager. Not looking forward to the role-playing next week (3 rd day of course)
More people in the Chubb Group should do Ian's course. Facilitator: Excellent knowledge and skills. Thoroughly enjoyable.
These techniques are unique to our business. Will be able to apply them. Facilitator: Ian's knowledge is excellent. His skills brilliant.
I will be able to apply the knowledge to respond to objections and close more deals. I will be more conscious, specifically when on a sales call. Another day on body language and role-playing would be nice. Facilitator: Ian has a high level of motivation and knowledge. I appreciated all the examples and Ian's practical experience. You are a great catalyst for motivation. I have started to use your stuff...and it works!
Definitely will be able to apply the knowledge. Selling principles is probably my biggest weakness at this stage of my career, as it has never been explained. I was selling too much on commonsense before. Would like to do full role-play (full presentation) in the future. Facilitator (Ian Rheeder): Very good
Score 10/10 for application: "I will be able to apply the CUSP Sales System. I did the complicated SPIN Sales Training last year and it terrified me!"
10/10: Ian is brilliant. His knowledge about sales is excellent. Would definitely recommend him.
10:10: Brilliant course work, truly insightful and brings purpose to sales positions at Sun International. Every delegate (x18) scored Ian 100%!
Thank you for your time, energy and sharing of your skills set and approach to Sales and New Business Development. I really took a lot out of the session. Thank you for your service and for creating a space for me to improve myself as a Sales person and in so doing improve my business.
I was one of your 10,000 Women from Cohort 6 and you were AMAZING. We all got SO MUCH out of your session and we are deeply appreciative! Thank you! 2014
I enjoyed your presentation and it really made me think about my approach to clients - it has made a huge difference in how I deal with clients.
@ianrheeder is so good at teaching sales and marketing that he received a standing ovation from 60 @SABKickStart entrepreneurs after his training 3 Aug 2014
"I have attended many seminars, training sessions, motivational talks, lectures and conferences during my career but none have been as awe-inspiring as your Marketing talk. "
Knows what he is talking about. Been there, done that, got the T-shirt.
This was a well-developed programme, adapted to suit all industries. Ian was excellent – professional, fun & experienced. Time and money well spent (and I've done a lot of courses).
Thank you that you presented at our conference at CSIR on Monday. I believe that your session was a huge success. We look forward in working with you again in the near future. (16 March 2011)
"Ian, everyone gave your talk very good feedback."
"This is one of the best programs I have attended , it is practical and easy to apply. Thanks Ian for being a knowledgeable and great presenter."