



***"The 10 Keys to
Successful
Sales"***

10 BeHave Keys®





Today's customers are increasingly demanding in their choices and decisions. In return, the salesperson must adapt even more. They must identify all the factors that will enable them to gain their trust and make them want to buy their offer. What are the soft skills that companies are looking for and that provide a clear competitive advantage in the sales function?

Adaptability	Complex problem solving	Critical Thinking	Creativity
Emotional Intelligence	Decision Making	Customer-focused	Negotiation

Any search for commercial efficiency must nowadays include the development of these soft skills in your employees. This is the purpose of the 10 BeHave KEYS® program

10 BeHave KEYS®

based on recipes for success of the world's best salespeople.

What do the best salespeople do?

Recipe 1 → They prepare their interviews with **POST**

PROFILE

What you know about your client?
What is your situation with this customer?

OBJECTIVE

WHY
What you want to achieve with this HCP ?

STRATEGY

HOW
How will you reach your goal?

TACTIC

WHAT
Actions under your control that you will implement
to achieve your goal

What do the best salespeople do?

% of Interactions with
a speaking time of CUSTOMERS > 40%

Sales Rep without
preparation

40%

Sales Rep with preparation of
the interview

64%

Sales Rep of Top Quartile

78%



There is a correlation between the amount of time clients speak and the preparation for questioning of Sales Rep (STEM 2020)

Recipe 2 → They create a link with the previous interview

Recipe 3 → They create a dialogue with the customer by asking a majority of "Problem and Involvement" questions.

What do the best salespeople do?

Recipe 4 → They actively listen and rephrase the customer's answers

Most people don't listen with the intention of understanding; they listen to reply.
Stephen R. Covey



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What do the best salespeople do?

Recipe 5 → They argue with emotional storytelling that answers to :

- Customer problems and needs
- With Solutions that deliver differentiating benefits

→ PNS: Problem / Need / Solution

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What do the best salespeople do?

Recipe 6 → They never give up !

- 44% of sellers give up after the first "no"
- 22% of sellers give up after the second "no"
- 14% of sellers give up after the third "no"
- 12% of sellers give up after the fourth "no"
- 8% of sellers take 80% of sales!



10 BeHave Keys®



10 BeHave KEYS is the first omnichannel certification course designed to meet 3 objectives:

- Developing soft skills: a sine qua non for sales efficiency
- To give you a toolbox of communication and sales organization techniques, which have proven their effectiveness.
- Intensive training of participants so they master each tool and technique perfectly

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5 different training channels:

- Selling Version of the BeHave COMPASS Profile and its debriefing
- 3 x 2-day face-to-face (or remote) Master-classes sessions
- 10 intensive training workshops
- 10 E-Learning programs
- Feedback between each session

This innovative course has received an overall score of 91.5/100 from more than 5,000 sales reps trained over the past 10 years.



How does it work ?

Beforehand

Each Sales Manager completes the Selling Version of the BeHave COMPASS personality test. Then receives a 2-hour personalized debriefing. It will enable him/her to define his/her Selling profile as well as his/her development areas.

The Training Program

3 sessions of 2 days face-to-face (or remote) for 3 months
Including for each day: 2 Master-Classes and 2 intensive training

In between Sessions

- 1 to 2 Follow-up E-learning
- Practical implementation as soon as you return to the field, with feedback at the next session.



E-Learning

Each Module has a pedagogic approach that is both playful and interactive.

You'll be supported by a virtual professor who will teach you through movie extracts, documentaries, Ted Talks, practical cases, quizzes, and games!



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KNOW YOURSELF

Key 1:
Know yourself better in terms of attitudes and behaviors to invest in your strengths

Key 2 :
Act on the drivers of your motivation → Change the habit of habits

UNDERSTAND

Key 3 :
Success is 45% preparation, 50% effort, and 5% talent
→ Preparation and objective

Key 4 :
Recognize the psychological profile of your audience to set objectives adapted to their needs and personality

Key 5 :
Ask questions to discover customers' real needs

MOTIVATE

Key 6 :
Succeeding in your interview from the first 30 seconds

Key 7 :
Customer's objection is a gift to build solutions through reformulation

Key 8 :
Maintain a Win-Win relationship → Assertiveness at all costs

DECIDE

Key 9 :
Impactful Argumentation
→ Emotional communication

Key 10 :
Boost the customer's decision-making process

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The 10 Keys to Successful Sales"



Key 1 : Know yourself better in terms of attitudes and behaviors to invest in your strengths

At the end of this Key, each participant will be able to :

- A- Know your selling style
- B- Analyze your customer's profiles and buying behaviors
- C- Build a sales argumentation based on each prospect's style
- D- Complete the technical sales pitch with a more behavioral sales approach

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- Understanding and analyzing your BeHave COMPASS® Selling Profile
 - Understand the stages of Sales in colors



Key 2 : Act on the drivers of your motivation
→ Change the habit of habits

- The circle of reactivity and pro-activity.
- Training and role-playing around a failure or difficulty.
- TED conference by Richard Saint John.
- The 8 secrets of success



- Training and role-playing around a success story
- Managing your state of mind : THE IKIGAI
- Exercises to define your Selling IKIGAI



Key 3 : Success is 45% preparation, 50% effort, and 5% talent → Preparation and objective

« Start with Why » and the Gold Circle of Simon Sinek

→ WHY – HOW – WHAT ?

- Goals and needs.
- The change curve applied to the customer.
- The new selling model.
- Customer POST : Profile / Objective / Strategy / Tactics.
- The Customer Profile → “The 4 C”: Component / Consumer / Customer / Competition

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- Amy Cuddy's TED conference on the winning posture
 - Work on real-life case studies based on a pre-training questionnaire



Key 4: Recognize the psychological profile of your audience to set objectives adapted to their needs and personality

- The 3 V's of Communication: Verbal/Visual/Vocal.

Learn to identify your customer's profile based on Verbal and Non-Verbal communication: 4 movie extracts

- Each participant describes the case of a customer they have chosen from their pre-training questionnaire. The room takes notes. The facilitator summarizes the observations to find the main Color of each person described.

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Key 5: Ask questions to discover customers' real needs

- Customer's need for recognition
- The principle of reciprocity - BIPs in communication
- The needs of each color
- Depth of questioning
- The 4 areas of questioning: Component / Consumer / Customer / Competition
- 3 levels of questioning depth: Facts / Opinions / Motivations
- Powerful questioning with conditional imagination
- From explicit to implicit needs: The SPIS Selling model for an efficient questioning strategy: Situation / Problem / Involvement / Solution

TRAINING

Step 1: Participants build an open-ended, imaginary-conditional question box focusing on Customer Opinion and Motivation.

Step 2: Participants will build an SPIS question box.

Step 3: Participants practice asking these questions with active listening.



Key 6: Succeeding in your interview from the first 30 seconds

- The 3 golden rules: the look, the touch, the first words.
- The A.I.R. method: Attention / Interest / Reflection

2 movie extracts A.I.R → the wolf of Wall Street / The Insiders

TRAINING

- Construction of an A.I.R. introduction for each Customer case
- Video Training



Key 7 : Customer's objection is a gift to build solutions through reformulation

- The principle of cognitive dissonance
- The grain of truth
- Practicing reformulation with ease → The 2 types of reformulation :
 - Dual reformulation
 - Question reformulation
- Make the customer reflect on his ambivalence
- The APACT technique: Accept / Precise / Argue / Conclude / Transition

TRAINING

Participants will list all objections raised by customers to their main product.

Participants will practice each objection using the APACT technique.



Key 8 : Maintain a Win-Win relationship → Assertiveness at all costs

- Stressful customer situations
- Life positions and spontaneous behaviors
- Back to colors and warnings
- Behaviors that can be observed in stressful situations.
- Assertiveness in practice: first trainings
- DESC and RECU methods
- How not to let yourself be defined by others...

Assertiveness in everyday life → 10 assertive training situations



Key 9 : Impactfull Argumentation → Emotional communication

The **CESAR** method

- Surf on Customer's **C**ohérence
- A maximum of 3 Communication **E**lements
- Use **S**tory-telling to **A**mplify each communication elements → Solutions delivering differentiating benefits (PNS: Problem / Need / Solution)
- **R**einforce customer commitment by defining different use cases with them

Training

Participants will write stories based on an element of communication about their main product. Then, practice the speech.



Key 10 : Boost the customer's decision-making process

- The principle of commitment
- Daring to conclude
- Match your desires to your words

Study of 2 film extracts: "Scent of a Woman" and "Boiler Room".

TED Conference: "The paradox of choice": Barry Schwartz.

Defining product use cases scenarios

Intensive training on the following 5 engagement techniques:

- Saint-Thomas engagement
- Balance engagement
- Alternative engagement
- Objection engagement
- Drain the abscess" engagement