

# Selling Professional Services

## Sales Strategies for the service organisation

OTS Management offers a Sales Training course for the service organisation.

Selling Professional Services can be provided as an intensive course over 3 days or as a series of workshops over a longer period.

Although the modules are the same, the format is up to you. Larger service businesses may wish to opt for the intensive course and smaller businesses may wish to take the alternative approach. The delivery of the modules can be tailored to suit your circumstances. The price is fixed whichever option you choose.

In a retail or wholesale business there tend to be "Sales Staff" and the "Workers". However in the service industries, generally the people at the coal-face are the ones who have first-up contact with potential clients. A Sales-person cannot meet a potential client and convince them of the value of your services unless they are themselves knowledgeable service providers.

In the service industries, without dedicated sales-people, a terrible thing happens if *you* don't sell - **nothing!**

## Who should do it?

Selling Professional Services is suitable for law firms, accountants, architects, designers, consultants - any organisation where it provides a service *and* the front-line service staff are also potential sales people.

Selling Professional Services can be presented to groups from 5 to 20. If you have more than 20, we suggest that you break the whole group into smaller groups so that the interactive nature of the course can have most benefit.

Attendees should be the service providers (lawyers, accountants, consultants etc) who actually provide the services to clients, and who have contact with clients and potential clients.



*Going from sales lead to placement of order*

Selling Professional Services is not just about finding new clients but also about selling new services to existing clients.

## Methodology

At the core of the course is skills-transference.

It is not a lecture.

There is an old Chinese proverb - "If a man is told how to plant rice, he takes notice; if a man sees a rice farmer at work, he understands; but if a man works in the paddy field, then he will truly learn how to be a rice farmer".

Selling Professional Services is based on interactive exercises, ranging from completing workbooks to role-plays.

## Content

Selling Professional Services will equip your service providers with the skills of real sales generation - going from a lead to the placement of an order.

The course will show your service providers how to



recognise client needs as opposed to stated statements of desire.

When you try to respond to a desire, that may or may not have a real impact on the client. When you sell to a need, you are touching something basic.

Your service providers will learn about the types of questions to ask to get the client to “open up” about what they need, and the types of questions to ask to get the client to confirm something.

They will be taken through the “Probing” phase, then the “Supporting” phase once a need is uncovered, then ultimately and most importantly the “Closing” phase.

But selling isn’t that easy, is it?

Actually, it is. Most sales processes follow a proven procedure.

However as you master that, you may meet with some problems. Well, there are proven procedures for these too because all sales



Teik Oh, Director of OTS Management

problems can be classified into three groups.

During the course your service providers will be shown how to recognise and handle skepticism, understand and handle indifference, and accept and handle objections.

## Developed by Teik Oh

Selling Professional Services was developed by a team led by Teik Oh when he worked for Arthur Andersen, an international financial services company, in the late 1980’s.

Arthur Andersen had an internal college facility at it’s world headquarters in Chicago where Teik led his team in developing courses to be provided to Arthur Andersen offices throughout the world.

Selling Professional Services was designed for Arthur Andersen consultants in honing their sales skills with existing and potential clients.

Since then, Teik has worked on it further and developed it into a course that can be run for any type of service organisation.

Teik is himself a Chartered Accountant and has had a successful career in international accounting firms as well as his own business and in each position he has successfully grown his own portfolio using the processes taught in this course.

### About OTS Management

*OTS Management is a quality and value driven boutique consulting and accounting company that provides organisational development services to commercial, growth-oriented Small and Medium Enterprises who require business services, advice and coaching.*

*We give our clients comfort in their decision-making by providing them with our experience and independent advice that saves them time and helps them grow. Unlike other accounting services companies, our clients have significant contact with our senior people.*

*We meet our own high expectations in order to exceed the expectations of clients.*

*Our services include:*

- *Change Management consulting*
- *The Zest Factor - find the zest in your organisation*
- *Strategic & Business Planning*
- *SMART Marketing workshops*
- *Team Development workshops*
- *Performance Management Systems*
- *Zest Tests - Business Diagnostics on your organisation*