

Day 1

8:00 am

Welcome

Module 1

TAKE THE LEAD

- Discover the traits that create dominant sales professionals and the critical attributes and competencies that are essential for sales success.
- Learn about the relationship resiliency that comes from Preferred Position and how to honestly diagnose your present position within a customer's enterprise.

Module 2, Pt. 1

INVEST IN THE RELATIONSHIP

- Learn to develop trust, credibility, and rapport with others to quickly develop prospects into committed customers through tested relationship-building skills.
- Discover why seemingly "no-lose" proposals to your customers are not adopted. Learn tools to be customer centric to make sure that each recommendation you present satisfies your customers' needs.
- Find out how to recognize and eliminate communication barriers that come between your message, its intended message, and its successful, accurate reception.

Noon

Lunch

1:00 p.m.

Resume Program

Module 2, Pt. 2

- Adopt techniques to help you identify customer needs from their perspectives and clarify their points of value more efficiently.
- Learn about a results-producing model for building secure, long-term relationships through excellence in communication and how use of this process model can be used to effectively handle objections, diffuse difficult situations and eliminate conflict and unnecessary concessions.

Module 3

GET ORGANIZED

- Every customer has unique personal and business needs. Identify four key personality orientations and how to adjust your approach to best interact with them.
- Learn to develop specific account-based objectives, strategies, and tactics that tie sales and market share goals with customer needs. Incorporate learning about the individual orientations to make successes more predictable.

Module 4

FIND THE AREA OF OPPORTUNITY

- Learn how a disciplined and flexible course of action positions you to determine the existing customer needs (Gaps), and helps you identify actionable steps to help them close those Gaps.

5:00 pm

End Day 1

Day 2

8:00 am

Resume Program

Module 4 (cont.)

FIND THE AREA OF OPPORTUNITY (CONT.)

- Learn an Exploratory Process Model that uncovers real customer opportunities and differentiates against your competitors.
- Discover how you can create opportunities with prospects who say they are 100% satisfied with their current suppliers, and create the strategic advantage over your competitors.

Module 5

PRESENT WITH A PURPOSE

- Avoid a “solutions dump” that overwhelms the customer by targeting the benefits that deliver the value they seek in their business reality.
- Understand why it is important to distinguish between Features, Advantages, and Benefits and how to determine the key components of a customer solution or value proposition.
- Learn process models for making high-impact proposal presentations that get results and lead to sales.

Module 6

MAKE THE CUSTOMER PART OF THE SOLUTION

- Create an enthusiastic and receptive environment for your proposal presentations, whether they are one-on-one or to a large group

Noon

Lunch

1:00 p.m.

Resume Program

Module 6 (cont.)

MAKE THE CUSTOMER PART OF THE SOLUTION (CONT.)

- Engage your customer and learn how to read his or her interest and buy-in, as well as handle objections and questions flawlessly on-the-fly.
- Prepare yourself for the closing step by choosing a strategy and estimating the appropriate time for the key action step

Module 7

CLOSE FOR RESULTS

- Learn six different closing techniques and apply them for results.
- Never leave a sales call wondering what’s next.

5:00 pm

End Day 1

Day 3

8:00 am

Resume Program

Module 8

ASSUME THE RESPONSIBILITY

- Balance gaining information and presenting solutions.
- Develop a Strategic Selling Plan and a Sales Call Plan.
- Establish plans based on current account situations.

Module 9

BECOME THE ONLY CHOICE

- Understand your personal “customer interaction style” and how well you balance position-building behaviors.
- Learn strategies for creating a dynamic relationship with your customers, which will enable you to grow together profitably.
- Rev up your creative juices as you learn how to introduce innovation and originality into your customer relationships to maintain differentiation.

Noon

Depart