



*People in Progress,
Making a Difference*

Competitive Edge Selling

Selling has never been more challenging than it is today. Clients have higher expectations of their business relationships with their partners. In this climate, transactional “product-focused” selling does not work. The client is buying your ability to understand their business problems and create innovative solutions to help them achieve their business results.

In this workshop, you will learn how to evolve the consultative approach to enable you to build strategic client partnerships with your clients. You will go beyond a traditional customer/salesperson relationship to a relationship where you are partnering with your clients to meet their business objectives while improving their ability to service their customers.

Content Overview

- **Introduction**
 - ▶ Strategic client partnerships vs. transactional relationships
- **Discovering Critical Information**
 - ▶ Gathering client profile information to develop sales strategy
- **Understanding Customer Goals & Critical Success Factors**
 - ▶ Identifying the levels of hierarchy
 - ▶ Uncovering goals and critical success factors
 - ▶ Gaining access to the decision-makers
- **Conducting The Meeting**
 - ▶ Meeting structure
 - ▶ Questioning and listening
 - ▶ Buying criteria
 - ▶ Formal and informal power
- **Preparing your strategy and aligning the solution**
 - ▶ Presenting your solution
 - ▶ Call to action

Outcomes

Participants will learn how to:

- Develop long term win/win partnerships with clients
- Prepare and deploy sales strategy within major accounts
- Uncover the client’s business needs
- Ask questions to discover customer goals and critical success factors
- Create and present innovative client solutions

Program Details

Session Length: 3 days

Number Of Participants: 12 - 20