

Customer-Focused Selling Workshop



Sales Readiness Group

Public Workshop

Customer-Focused Selling is a comprehensive, consultative sales program for Sales Professionals who are ready to take their sales skills to the next level. In Customer-Focused Selling, Sales Professionals will learn how to close more business by “guiding” customers through the predictable five-stage Purchase Process that every customer goes through when making a purchase. Sales Professionals will learn critical sales skills, including:

Sales Process Alignment:

- ▶ Understand the five stages of the Customer Purchase Process
- ▶ Learn the five stages of the Sales Process
- ▶ Align the Sales Process with your customer’s Purchase Process

Building Relationships

- ▶ Five components of building trust relationships with your customers
- ▶ Active listening skills
- ▶ Three objectives of listening

Planning Sales Calls

- ▶ Establishing customer-focused call objectives
- ▶ Three essential elements to opening a sales call
- ▶ Capturing the customer’s interest and attention

Identifying Priorities

- ▶ Differentiate between open and closed questions
- ▶ Asking consultative questions to identify customer needs, priorities and goals
- ▶ Key areas probe to uncover critical information

Relating and Reinforcing Benefits:

- ▶ Connect benefits to features
- ▶ Relating benefits to customer’s priorities
- ▶ Reinforcing benefits and presenting value-added benefits

Managing Customer Feedback

- ▶ Three techniques for obtaining customer feedback, and how to interpret feedback
- ▶ Proven model for overcoming client objections, including seven most common objections
- ▶ Managing positive feedback

Gaining Commitment

- ▶ Overcome reluctance to gain commitment
- ▶ Four steps to gain customer’s commitment
- ▶ Negotiation tactics to obtain win-win results

Is your sales force ready?

Who Will Benefit

Sales Professionals, including Account Executives, Account Managers, Inside Sales Reps and other professionals with sales responsibilities.

Workshop Agenda

Two days from 8:30 AM to 4:30 PM.

Program Materials

Pre-workshop self-study guide, workshop manuals, reinforcement and sales tools.

Learning Methods

Interactive, scenario-based learning, including exercises, case studies and role plays.

Price

\$1,495 per person.

To Register or Learn More

Call us at (800) 490-0715 (ext. 3).

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