

Customer-Focused Selling Workshop



Sales Readiness Group

Program Agenda

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.

Delivery Options

- Instructor-led classroom
- Instructor-led online
- Group coaching
- One-to-one coaching
- Train-the-trainer

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.

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