



Sales Readiness Group

Selling to Multi-Level Decision Makers

SALES PERFORMANCE SERIES

Selling to Multi-Level Decision Makers is a high impact program geared toward sales professionals who sell into complex accounts requiring multiple approvals. This program prepares sales professionals to correctly identify decision makers and gatekeepers, and gives them strategies and tactics to gain access and sell to them.

Purchasers who are responsible for large and often complex orders are often unwilling or unable to make a decision on their own. It is critical for sales people to recognize a multi-level selling situation, quickly identify the stakeholders in a sales as either gatekeepers or influencers, and have at the ready a sales plan they can implement to close the sale.

Selling to Multi-Level Decision Makers provides sales professionals with critical skills, techniques, strategies and tools to successfully make complex sales that involve multiple decision makers and influencers.

Selling to Multi-Level Decision Makers modules and topics include:

- Identifying all decision makers and influencers
- Dealing with gatekeepers
- Assessing priorities, needs, degree of influence, commitment level and connections among key players
- Selling to four different commitment levels
- Developing multi-level strategies, tactics and action plans

All Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.

Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

More Sales Performance Programs

- Introduction to Selling
- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Achieving a Competitive Edge
- Value Driven Selling
- Strategic Business Development
- Strategic Multi-Level Selling
- Value-Added Negotiating
- Enhancing Professional Presentation Skills
- Exceptional Customer Service

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

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