



Sales Readiness Group

# Strategic Multi-Level Selling

## SALES PERFORMANCE SERIES

**Strategic Multi-Level Selling** is an advanced sales program geared toward sales professionals who sell into complex accounts requiring multiple approvals. This program prepares them to correctly identify decision makers and influencers, gives them strategies and tactics to meet the challenges of selling at multiple levels, provides detailed case studies to practice new skills and a set of tools to use for future selling

**Recognizing that a sale requires multiple levels of approval** forces sales professionals to use a more varied and extensive skill set to close a sale. Large and complex customers cannot be won without understanding all the forces involved in a decision, and selling to all the people who have influence and effect on the decision.

It is critical for sales people to have a deep understanding of and practice with the tools and tactics needed for multi-level selling, and have at the ready a sales plan they can implement to close the sale.

**Strategic Multi-Level Selling** is an advanced sales program that prepares sales professionals with:

- An Access Call Planner to maximize the value of initial sales calls
- Strategies for quickly identifying the decision makers, their relationships, degrees of influence on the decision and commitment levels and tools to track how these factors change over time
- How to develop a “coach”, an insider who is motivated to supply you with ongoing information and feedback
- A four phase multi-level analysis, including the Multi-Level Map to help centralize and visualize all the important information about the decision process and key players
- Detailed case studies to practice a variety of tactics for gaining access, gathering valuable information, and employing multi-level selling strategies

*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
- Selling to Multi-Level Decision Makers
- 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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