OVERVIEW

This engaging two-day program is designed to move salespeople to the next level by practicing and applying advanced techniques and practices.

By the end of this workshop participants will be able to:

- Identify different customer communication styles and how to adjust your sales approach
- Define the three principles to accelerating sales opportunities
- Articulate how our behaviors drive the way customers treat us
- Examine what drives customers to seek change
- Recognize the impact of role and relationship needs in decision making
- Position your company's offerings against the big fish chart of priorities
- Leverage advanced questioning techniques to accelerate and clarify sales opportunities
- Qualify opportunities in a consistent manner – increasing pipeline quality and accuracy
- Refine your ability to assess sales opportunities

PROGRAM FLOW: KEY CONTENT AREAS

Day One

Welcome and Session One Review
- Introduction, ground rules
- Learning objectives
- Real play

Principles
- Persuade through involvement
- Genuine curiosity
- Bring insight
- How you bring it to life

Vendor vs. Sales Professional
- We teach people how to treat us
- Acting like a sales professional
- Implications

Prospecting
- Value
- What gets in the way
- Prospecting reluctance types
- Asking for referrals

Qualifying
- The Probability Pentagon
- Real, win, worth it
- Scenario, pipeline review

Buying Influences and Roles
- Decision making influencers
- Role and relationship need
- Application

Day One Close
- Reflection

Day Two

Accelerating the Sales Cycle
- Map to money
- The bigger the fish
- Sales strategies

Buyer's Momentum
- Action modes
- Implications to neuroscience

Advanced Questioning
- Differentiation of low to high performers
- System one and system two thinking
- System two question crafting
- Prefacing

Advanced Listening
- Mastering curiosity
- Powerful summaries

Workshop Close
- Reflection
- Graduation