

Selling the Full Firm

This hands-on two-day workshop is designed to provide participants with the mindset, skills and tools to effectively sell the entire firm's capabilities.

Learning Outcomes

- Assess the value of cross-selling to various stakeholders
- Identify the key selling principles necessary to cross-sell
- Create a more strategic questioning strategy
- Practice an approach in moving an existing client relationship to a cross-sell opportunity
- Engage in senior-level conversations
- Identify those accounts which merit a cross-selling approach

Program Flow

Welcome

Workshop overview
Introduction
Learning objectives
Sales tension exploration
Challenge wall

Principles of Cross-Selling

Activity: WIIFT and WIIFM
Self-assessment and implications
Sales resource council

Genuine Curiosity

Activity: Sanderson Murder Mystery
Quasi vs. Genuine curiosity
High gain questions

Vulnerability

Playing a head taller
Staying in a conversation

Existing Relationships

We teach people how to treat us
Reframing the relationship
Trio role play
Gaining internal referrals

Senior-Level Conversations

Conversation gap
Link to value drivers
Conversation framework

Preparing for the Call

Begin with the end in mind

Workshop Close

Workshop evaluation