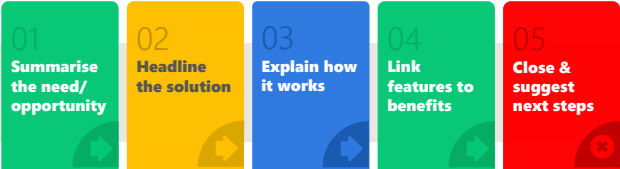


# Inspirational Selling

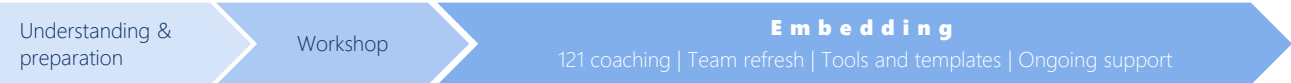
Advanced selling programme equipping delegates to deploy challenger and category selling approach to provoke clients and create mutual value

**APPROACH**

**The Persuasive Selling Process**



**LEARNING JOURNEY**



**Programme benefits:**

- Workshop replicates the steps of a structured customer meeting
- Only led by experienced consultants
- Real-life selling story scenarios used on workshop

**DAY 1 (or Virtual Session 1&2)**  
Setting up the sale

Objective setting  
Key Account selling overview  
Case study exercise  
Customer Meeting Framework  
Information to insight  
  
Case study exercise  
Persuasive selling exercise  
Questioning skills 1.0  
Personal Action planning

**DAY 2 (or Virtual Session 3&4)**  
Making the sale

Re-cap day 1 key learnings  
Case study exercise x2  
Gaining commitment  
Questioning skills 2.0  
  
Selling Role plays  
Personal action planning  
Customer Network Management  
Realise The Benefits  
Workshop summary & close

**AUDIENCE**

**Delegates who want to be able to bring insights and challenge. And get the deal done without negotiating**

(Senior) National/Key Account Managers  
Heads of Channel/Sector/Sales

**OUTCOMES**

Confident in setting SMARTER objectives using ODE	Using advanced questioning techniques	Develop customer network management and key stakeholder management skills
Clearly differentiate between information and insights and able to generate insights	Expert at recognising and managing the different buyer styles	Deliver better, more compelling customer propositions persuasively

## OUR UNIQUENESS

- Approachable** experts with senior commercial experience
- Tailored** and flexible engagements to meet your needs
- Practical** and ongoing support to deliver change
- Collaborative** approach to create sustainable agreements