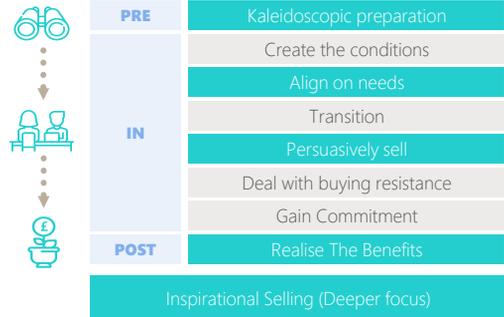


Inspirational Selling

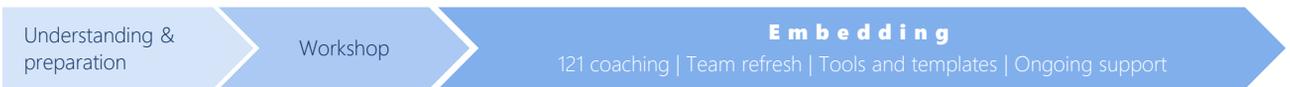
Advanced selling programme equipping delegates to deploy challenger and category selling approach to provoke clients and create mutual value

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