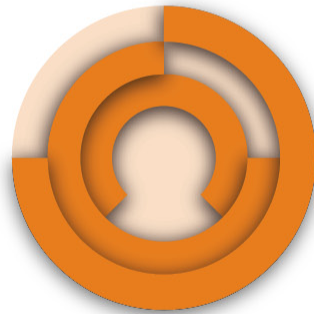




A THE ART OF
LEARNING



STRATEGIC SELLING

Program Overview

This program is designed to help sales professionals develop a strategic mindset. It is not about the tips and tricks associated with one of the world's greatest professions. It is, rather, about helping you focus your efforts on what matters most in order to get the greatest return on your effort and close more sales. By focusing on these 3 key principles we unlock the overall goal of **increasing sales effectiveness**.

Attracting

Being the kind of person that people want to do business with. Knowing who you are and how you come across in the world is critical to successfully attracting the right clients who will buy!

Relating

The quality of the relationship is a key measurement in your sales effectiveness. Are you successfully connecting with people who are willing, and able, to buy from you?

Tantalizing

Delivering a sales presentation that is so mesmerizing, that they can't wait to buy!

From Our Stage



Our Model

Attracting

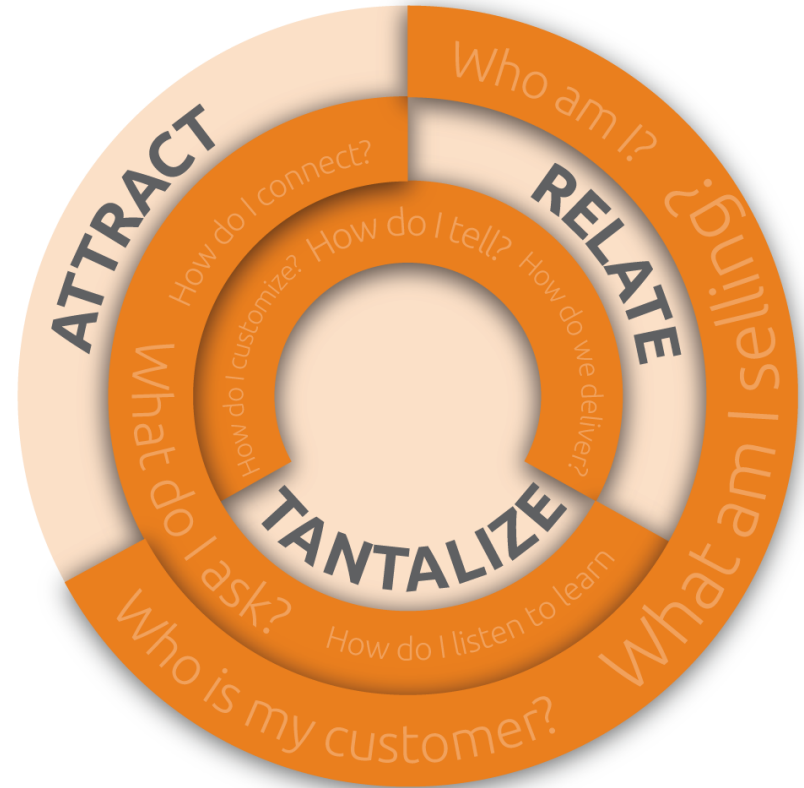
- Who Am I?
- What Am I Selling?
- Who Is My Customer?

Relating

- How Do I Connect?
- What Do I Ask?
- How Do I Listen to Learn?

Tantalizing

- How Do I Tell?
- How Do I Customize?
- How Do We Deliver?



Daily Objectives

Day 1 - Attract the right clients

- Identify the key influences affecting the current sales environment.
- Describe the difference between the art and the science of selling.
- Analyze core personal and psychological dimensions as they relate to sales effectiveness.
- Recognize and articulate key differentiating product/service insights.
- Identify characteristics of key customers using multiple criteria.

Day 2 - Relate personally and professionally

- Explain how to use key influence criteria.
- Design a customized plan for connecting with customers that build and strengthen relationships.
- Apply a process of asking insightful questions.
- Integrate total-listening process into current communication style.

Day 3 - Deliver a Tantalizing sales presentation

- Build a customer-specific customized sales presentation.
- Integrate key techniques into a live practice presentation.
- Explore strategies for delivering a sales experience that increases customer loyalty.

Your Timeline



- Pre-work - Manager & Sales Professional and Pre-test
- **3-Day Classroom Experience - See Agenda**
- Post-test - Proving the transfer of knowledge
- Action Plan - Turning knowledge into behaviour change
- Report out to Manager - Ensuring accountability
- Co-hort Coaching - 3 monthly sessions, one for each principle from our model

Classroom Agenda

Day 1

- The New Reality
- Attracting
- Who Am I?
- What Am I Selling?
- Who Is My Customer?
- Action Planning & Homework

Day 2

- Homework Review
- Influence
- Relating
- How Do I Connect?
- What Do I Ask?
- How Do I Listen To Learn?
- Action Planning & Homework

Day 3

- Homework Review
- Momentum
- Tantalizing
- How Do I Tell?
- How Do I Customize?
- Practice Presentations
- How Do We Deliver?
- Action Planning
- Cohort Coaching
- Final Action Plan

The New Reality

53%

of customer loyalty is driven by
the sales experience