



Advanced Selling Strategies

How Your Organization Will Benefit

When you implement Advanced Selling Strategies, your organization will benefit from:

- Increased sales through a strategic, customer-focused sales approach
- A sales force skilled at uncovering the wide range of business needs at different decision-making levels
- Greater visibility within an account through strategies that gain access to decision makers and influencers
- A sales force equipped with tools to differentiate themselves and your organization in a competitive marketplace
- Stronger, more profitable relationships with new and existing customers
- Increased sales productivity and effectiveness by selling more to existing accounts
- Increased customer satisfaction and loyalty through solutions that address specific business issues and objectives
- Higher customer retention through a sales force skilled at demonstrating their value as trusted business partners
- A common language and approach to account development, resulting in improved communication, teamwork, and cooperation among your sales force

Program Highlights

During this highly interactive workshop, participants will enhance their ability to:

- Focus on high-payoff sales opportunities by evaluating the immediate and long-term potential of each opportunity
- Optimize a powerful questioning strategy to gain a deeper, more strategic understanding of customers' high-priority business issues, needs, and objectives
- Assess, anticipate, and identify ways to overcome challenges
- Fully penetrate existing accounts by gaining access to decision makers and influencers at every level of the customer's organization
- Leverage contacts and key customer relationships to gain access to new accounts
- Use High Impact Statements to capture decision makers' interest and attention and demonstrate the value of continuing the conversation
- Build and strengthen customer rapport by using a collaborative, customer-focused approach to addressing issues
- Develop the kind of presence and momentum within an account that leads to new opportunities to enhance a customer's situation with your organization's products or services
- Identify and align with the purchasing criteria that influence customers' decision to buy
- Create highly customized solutions that address customers' specific business issues, needs, and objectives and distinguish your organization from the competition

How Learning Takes Place

Advanced Selling Skills offers a comprehensive approach to improving sales professionals' performance with customers. The program ensures that participants master the skills and concepts presented by employing a variety of interactive training methods:

- A prework assignment to set the stage for a successful learning experience
- Short readings to familiarize participants with program skills and concepts
- Applications exercises to enhance participants' understanding of how to apply program skills to sales situations
- Video and audio to illustrate skill use in realistic sales situations
- Discussion to explore ideas and share best practices
- Group exercises to reinforce skill use
- Case studies and role plays to apply program concepts and skills to real-world situations
- Practice exercises to allow participants to evaluate their skill use in realistic sales interactions