



**PEAK PERFORMANCE LEADERSHIP SERVICES Inc.**

## **One Day Advanced Sales Workshop**

Buying is changing. With technology, buyers have a wealth of information and an endless number of options at their fingertips. They are well-educated and know more about you, your company and solutions, and your competitors. They're also more distracted than ever. While some sellers are struggling with these changing buyer dynamics, *others are consistently beating their sales goals and experiencing tremendous success.*

In this one day workshop sales representatives will gain modern selling skills and knowledge through use of proven methods and tools based on the newest winning technology. Specifically focusing on the following areas:

### **1. How to Create Value**

Everyone says they **focus on value**, but few sellers truly drive value. Only 42 percent of buyers find value in meetings with sellers. To drive value, you need to have a plan to create value. Few sellers do this and do it well. This is a huge opportunity for the sellers who are willing to focus on driving value.

**Teaching:** [Develop a value case for each sale by answering four key questions.](#)

### **2. Growing Your Existing Accounts**

The **No.1 top sales priority** for any business this year should be increasing business with existing accounts. This is 'recession proofing' your business. Yet only 38 percent of companies agree they are effective at growing their accounts. Selling to existing accounts is one of the biggest untapped opportunities for sales growth. It's much easier to sell to clients you've already worked with than it is to sell to new ones. Top sellers focus on building relationships, increasing loyalty, and selling more products and services to current customers as a growth strategy.

**Teaching:** [Five ways to grow business in your existing accounts.](#)

### 3. Bring New Ideas to Buyers

According to buyers, the **No.1 difference** between sellers who win sales and those who come in second place, is that the sales winners educate buyers with new ideas and perspectives. Buyers want your ideas, they're looking for your **insight**.

**Teaching:** New ideas to help you drive value and generate opportunities with your existing accounts.

### 4. Being Proactive

Consider these illuminating stats:

- **75 percent of B2B purchases are proactive**, made as a result of strategic opportunities, rather than required purchases.
- 70 percent of B2B buyers are **open to switching to a different provider**.
- 66 percent of **buyers want to talk to sellers when they're looking for new ideas** to improve their business.

**Teaching:** How to be proactive in your sales efforts to generate these conversations and then provide buyers with value.

Kick start your 2020 sales with these proven techniques to ensure you protect your business developed in 2019, while exceeding your 2020 sales growth goals!

**Contact Peak Performance at 416 726-0173 for more details and to register!**

Regards,

*Rick Denley*

Data used in this article from RAIN Group Center for Sales Research