Selling Strategies

About the Program

Executives often state that their organization needs to "negotiate better" to achieve sales objectives. The reality is most professionals, and their organizations, need to understand their clients in more depth so they connect based on what clients cares about, not what the professionals wants "to sell". In this course, participants conduct a client situation assessment and practice using a selling process to align their clients' needs with a product or service.

Target Audience

- Sales professionals
- Client service
- Anyone with responsibility to convince a client to take action or buy a product/service

This program will improve your ability to:

- Through situation assessment, identify critical influencers of a sale and develop strategies to address them
- Develop client relationships by asking questions to understand perspectives, not to irritate the client with manipulative questions
- Create compelling presentations based on your client's individual strategies
- Manage client objections by understanding and problem solving

**Course length
10-11 hours**

8-16 participants /class

Learning Approach

This program is designed to intensify learning and improve skills by simulating on-the-job situations. A variety of learning methods are used including:

- Prework assessment of clients
- Group discussions
- Role play/practice sessions
- Instructor/participant feedback
- Back Home implementation plans

Content:

- Client situation assessment
- Connect your product/service to client interests
- Apply client learning to a selling process that uncovers client perspectives and frames presentations in a persuasive manner
- Manage client objections and concerns by asking questions to understand and facilitating mutual problem solving
- Roleplay client meeting