



## Selling Breakthroughs

### Who Should Attend:

- Anyone involved in the selling process

### What to Expect: Participants will:

- Complete our online ASKS™ questionnaire to benchmark the Attitudes, Skills and Knowledge of each sales person and the entire sales team
- Learn the processes and stages of both buyer and seller simultaneously
- Apply sales skills and behaviors that accurately match the buyer's state and motivations
- Use their expertise confidently to positively influence outcomes to meet both the buyer's and their own requirements
- Receive 4 post-workshop assignments over six months
- Use a case study process to consolidate skill development

### Format:

- Highly interactive 3-day workshop

### Tools Provided:

- Participants receive a pre and post-workshop Skills Assessment and Comprehensive Learning Guide.

## At a Glance

Learn a proven selling process that allows someone to buy a business solution instead of being sold a product or service. Everybody makes a living by selling someone something...whether it's a product, a service or even an idea! Knowing what, why, how and when your audience wants to buy is the secret to making that sale successful, and the first step to keeping the customer satisfied... for life.

### Immediate Benefits:

- Accurately assess customer needs and establish needs awareness
- Present solutions based upon priority needs, not products or services
- Use the buyer's motivations for increased focus and creating opportunities
- Communicate as a problem-solver and a partner
- Develop professional business to business relationships

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For more information and to see how Priority Management can help you work smarter, contact us at:  
425-822-8761 | [info@sharedvaluesassociates.com](mailto:info@sharedvaluesassociates.com)  
[www.sharedvaluesassociates.com](http://www.sharedvaluesassociates.com)