

Your Intention Matters



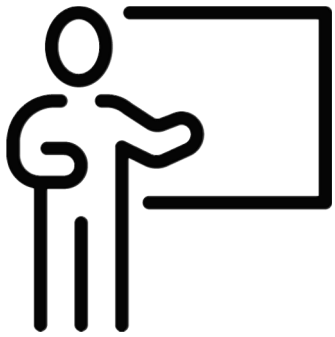
CUSTOMER CENTRIC SELLING

Course Overview

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HOW WE TRAIN



Live,
In-Person



Live,
Virtual



Online
E-Learning



Train-
The-Trainer



SCOPE OF WORK – OPTIONS



Option 1:

CustomerCentric Online

[\\$995.00 per Person](#)

Add:

2-Day Live, In-Person Training or Live Virtual Training (Agenda Page 6)

[Custom pricing is available upon an initial discovery call](#)



Option 2:

Live, Virtual Training

[Custom pricing is available upon an initial discovery call](#)

Option 3:

4-Day Live, In-Person Training (Agenda Page 5)

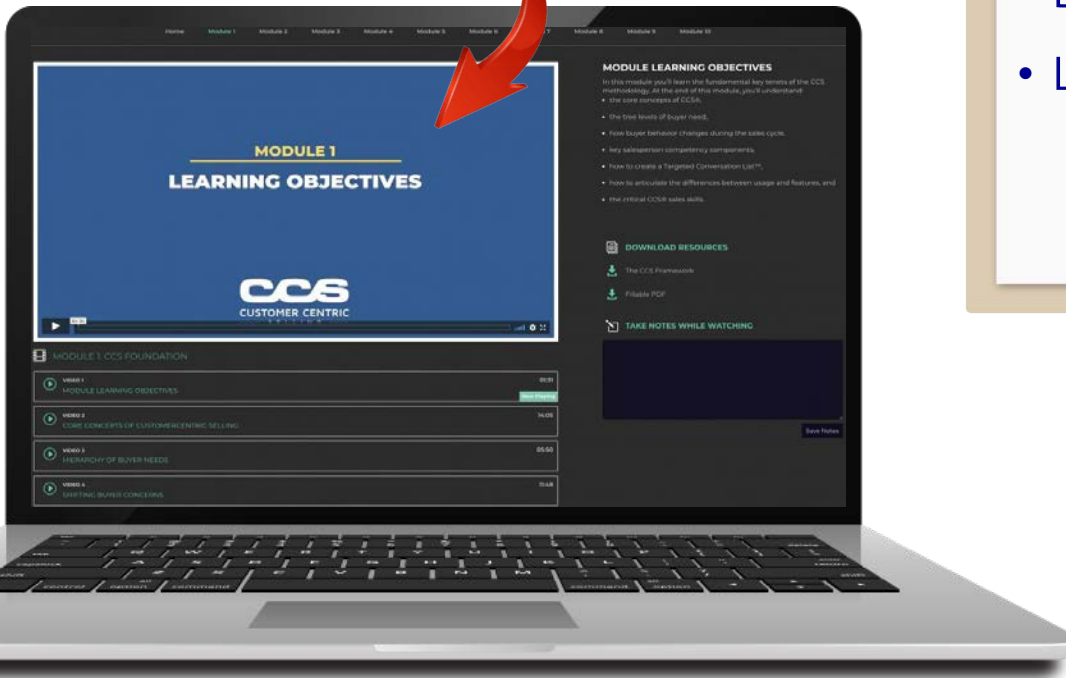
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4-DAY LIVE, IN-PERSON TRAINING AGENDA

DAY 1

- Foundation Building
- Selling & Managing Difficulties
- Core Competencies – Market Knowledge
- **CASE STUDY LAB**
- Begin Prospect Profile
- Core Competencies – Product Usage Knowledge
- IN-CLASS EXERCISE
- Environmental Questions Goal Identification
- Solution Development
- **SKILL DEVELOPMENT EXERCISE I**
- Interest Identification
- Goal Identification
- Basic Solution Development
- **SKILL DEVELOPMENT EXERCISE II**
- Solution Development with Value
- Debriefing Questions
- Letter to Potential Champion
- Intro to Evening Assignment

DAY 2

- Review of Day 1
- Qualifying A Champion
- **SKILL DEVELOPMENT EXERCISE III**
- Qualifying A Champion
- Competitive Strategies
- **CASE STUDY LAB:**
- Competitive Strategies
- Key Player Calls
- **SKILL DEVELOPMENT EXERCISE IV**
- Tag Team Key Player Call
- Phase 1 Buyer Behaviors Qualifying The Opportunity
- **CASE STUDY LAB:**
- Establishing Business Value
- Qualifying The Opportunity
- **CASE STUDY LAB:**
- Sequence of Events
- Sales Process Control
- Dealing with Stale Proposals
- **SKILL DEVELOPMENT EXERCISE IV**
- The Refocus Meeting
- Intro to Evening 2 Assignment

DAY 3

- Review of Day 2
- **CASE STUDY LAB:**
- Solution Development Prompter
- Negotiation
- **CASE STUDY LAB:**
- Role Play Negotiation
- Negotiation Worksheet
- Prospecting and Business Development
- Management Tools
- Getting Started
- Intro to Evening 3 Assignment

DAY 4

- Case Study Presentations





2-DAY LIVE, IN-PERSON TRAINING AGENDA

DAY 1

- CCS Process Overview
- Introductions
- Workshop Setup
- Goal Identification & Solution Development
- **ROLE PLAY – Goal Identification & Solution Development**
- Adding Measurement & Metrics to Solution Development
- **ROLE PLAY – Enhanced Solution Development**
- -----
- Call Debriefing | Champion Letter
- **CASE STUDY LAB:**
 - Opportunity-Specific Targeted Conversation List
 - Building a Solution Development Prompter (SDP)
- **ROLE PLAY – Case Study SDP**
- Qualifying A Champion
- **ROLE PLAY – Qualifying A Champion**
- Homework: SDP | Champion Letter

DAY 2

- Sphere of Influence | Value Measurement
- **CASE STUDY LAB:**
 - Benefit Summary by Goal
 - Cost vs. Benefit
- Opportunity Qualification – The Sequence of Events
- **SEQUENCE OF EVENTS LAB**
- Negotiation Worksheet – Business
- Negotiation Worksheet – Procurement
- **ROLE PLAY|LAB - Negotiation**
- Pipeline Milestones
- Getting Started – The Refocus Meeting
- **PRESENTATIONS**





CUSTOMERCENTRIC CLIENTS

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