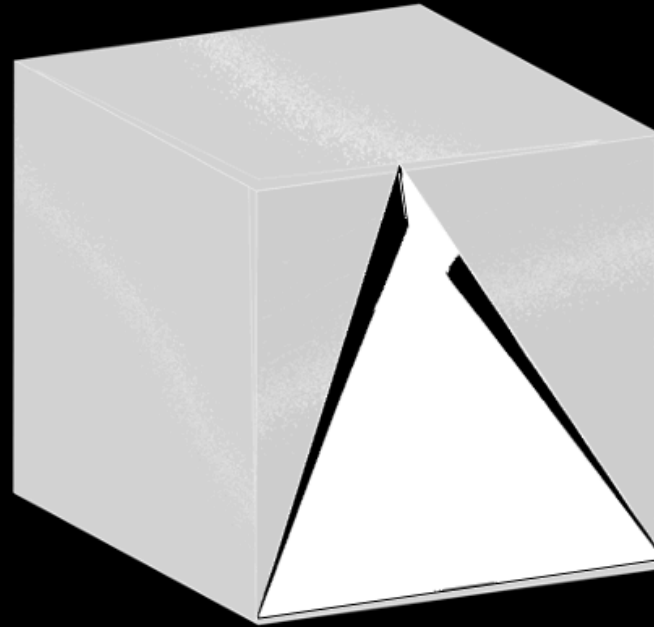


Your Intention Matters





CLIENT-BASED SELLING

Course Overviews

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HOW WE TRAIN



Live,
In-Person



Live,
Virtual



Online
E-Learning



Train-
The-Trainer



COURSES



BUSINESS ACUMEN



CLIENT-BASED THINKING



QUALIFYING



RECOMMENDING



OBJECTIONS



NEGOTIATING



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COURSES

BUSINESS ACUMEN

Objective: To define the term “business acumen” and create a road map for each participant to build on.

Outcome: Each participant will understand what business acumen really means, how they “**show up**” to those that they engage with and what areas of focus are required for them to achieve their objectives.

Content: Mindset
Knowledge
Skillset
Ability

Length: 60 - 90 Minutes

Investment: \$1,875.00



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COURSES

CLIENT-BASED THINKING

Objective: To position yourself and your organization in the eyes of your client as a true business partner as opposed to simply another vendor or service provider.

Outcome: Each participant will understand how to answer the question:

"How do I Strengthen My Client's Relationship With Their Client?"

Content: An example of Client-Based Thinking - other industries (2)
An example of Client-Based Thinking – your company

Length: 60 - 90 Minutes

Investment: \$1,875.00



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COURSES

QUALIFYING AN OPPORTUNITY

Objective: To provide each participant with the tools and knowledge necessary to Qualify and Build a Strong Business Case.

Outcome: Each participant will understand how to:

- Prepare Effectively for their Sales Meetings
- Ask 2nd and 3rd Level Questions
- Ask for and help define Decision Criteria

Content:

- Qualifying Pre-Call Planner
- D.E.A.L Sheet

Length: 60 - 90 Minutes

Investment: \$1,875.00



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COURSES

RECOMMENDING YOUR SOLUTION

Objective: To provide each participant with components of a professional business proposal.

Outcome: Each participant will understand how to prepare a business proposal that will accurately represent your brand and speak for them in their absence.

Content:

- Conducting A Proposal Meeting
- Components of a Business Proposal
- Creation of a Proposal Template for Your Company

Length: 60 - 90 Minutes

Investment: \$1,875.00



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COURSES

OBJECTION HANDLING

Objective: To identify the two most common types of Resistance a Sales Representative may encounter: Indifference and Objections.

Outcome: Each participant will understand how to better identify Indifference and an Objection as well as how to consider them as a positive.

Content: Why are Objections raised?
Steps to Handling an Objection
Responses created to actual Objections

Length: 60 - 90 Minutes

Investment: \$1,875.00



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COURSES

NEGOTIATING TO A WIN

Objective: To understand how to effectively negotiate with a Customer.

Outcome: Each participant will understand how to better identify when a negotiation actually begins and the steps necessary to achieve a WIN for all parties involved.

Content: Why do we Negotiate
When does a Negotiation actually begin
Negotiating Tactics
Steps to Effective Negotiating

Length: 60 - 90 Minutes

Investment: \$1,875.00



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