

**SOAR**

**SOAR**

**CLIENT-BASED SELLING**

**How To Strengthen Your Client's  
Relationship With Their Own Client**

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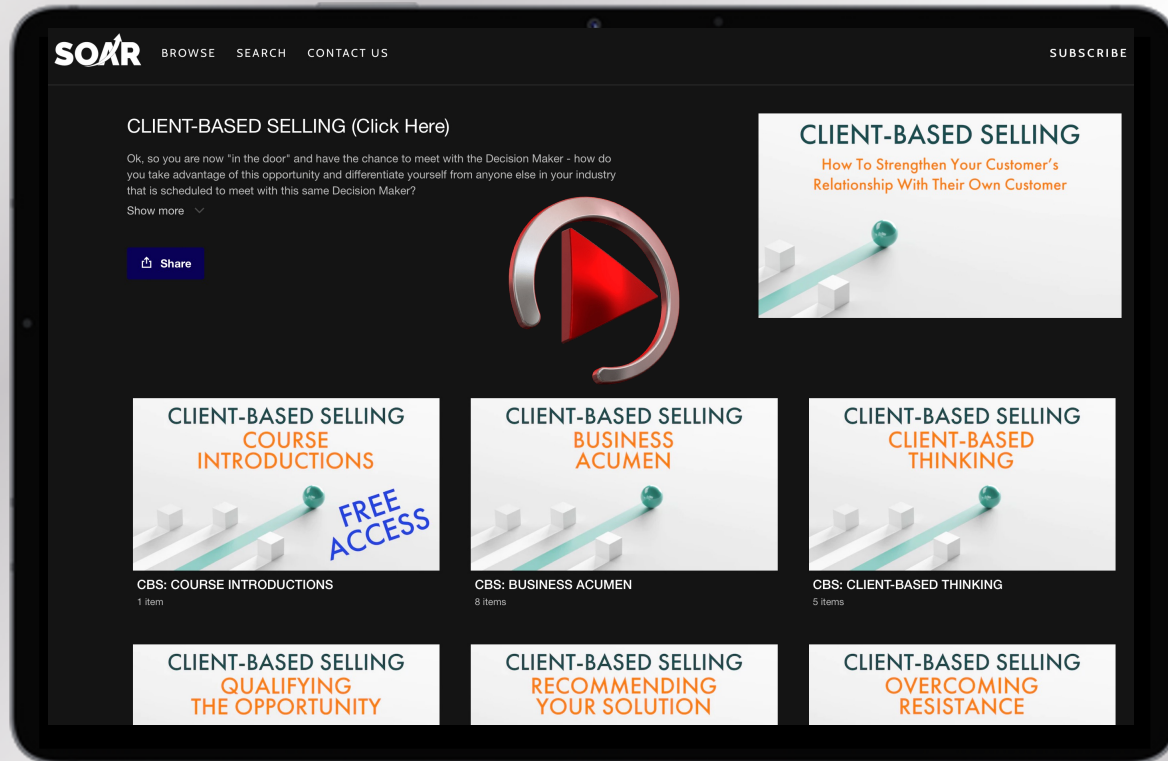
#### **LIVE TRAINING AGENDAS**

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## SOAR ON-DEMAND



**Subscription:     \$299.00 per Person**  
**24/7 Access**  
**12-Months**

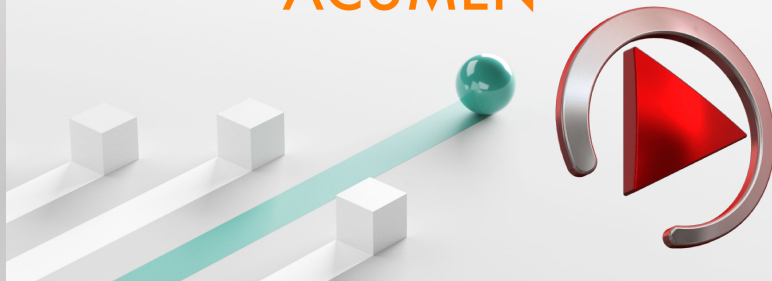


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## CLIENT-BASED SELLING:

## BUSINESS ACUMEN

### CLIENT-BASED SELLING BUSINESS ACUMEN



### 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.

Length:	60-Minutes
Participants:	Up to 50
Investment:	\$2,000.00

## CLIENT-BASED SELLING:

## CBT VALUE PROPOSITIONS

### CLIENT-BASED SELLING CLIENT-BASED THINKING



### CLIENT-BASED THINKING VALUE PROPOSITIONS

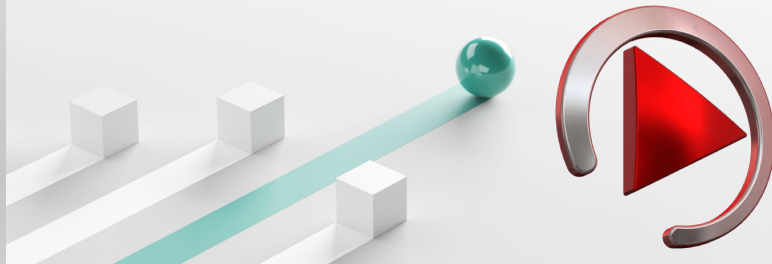
- How Do I Impact My Client's Relationship With Their Own Client?
  - External: The Buyer
  - Internal: Their Employees
- Each Participant is offered, post-training, a 30-Minute Session with Paul to workshop the CBT concept within one of their specific client or prospect's business.

Length:	60-Minutes
Participants:	Up to 50
Investment:	\$2,000.00 USD

## CLIENT-BASED SELLING:

## QUALIFYING AN OPPORTUNITY

### CLIENT-BASED SELLING QUALIFYING THE OPPORTUNITY



### 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:

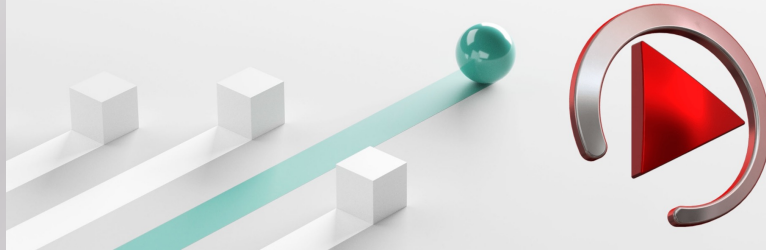
- Prepare for their Sales Mtgs
- Ask 2<sup>nd</sup> & 3<sup>rd</sup> Level Questions
- Help define Decision Criteria

Length:	60-Minutes
Participants:	Up to 50
Investment:	\$2,000.00

## CLIENT-BASED SELLING:

## RECOMMENDING YOUR SOLUTION

### CLIENT-BASED SELLING RECOMMENDING YOUR SOLUTION DO THIS TO DIFFERENTIATE



### RECOMMENDING YOUR SOLUTION

#### Objective:

- To teach each Participant how to recommend their solution while differentiating themselves.

#### Outcome:

Each participant will understand how to:

- Conduct a Product Demo
- Prepare a business proposal that will accurately represent your brand and speak for them in their absence.
- Lead a Proposal Meeting Effectively

**Length:** 60-Minutes

**Participants:** Up to 50

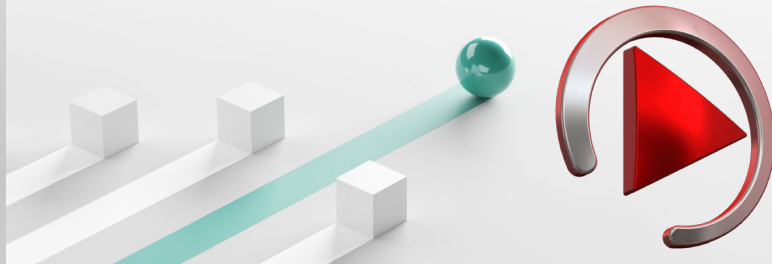
**Investment:** \$2,000.00



## CLIENT-BASED SELLING:

## OVERCOMING RESISTANCE

### CLIENT-BASED SELLING OVERCOMING RESISTANCE



### OVERCOMING RESISTANCE

#### Objective:

- To identify the two most common types of Resistance:
  - Indifference and and Objection and how to respond

#### Outcome:

- Each participant will be provided with our suggested responses to the most common objections they hear.

**NOTE:** A request for them to provide their top 2-3 objections & their current response is requested in advance

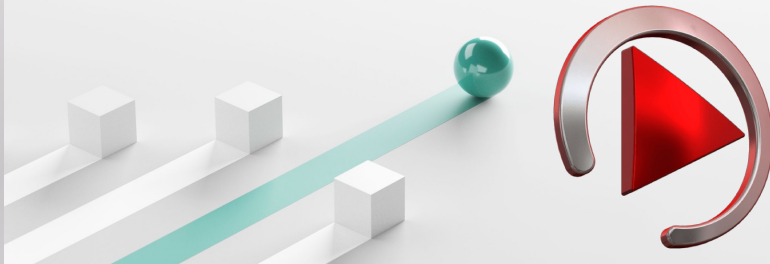
<b>Length:</b>	<b>60-Minutes</b>
<b>Participants:</b>	<b>Up to 50</b>
<b>Investment:</b>	<b>\$2,000.00</b>



## CLIENT-BASED SELLING:

## NEGOTIATING TO A WIN

### CLIENT-BASED SELLING NEGOTIATING TO A WIN



### NEGOTIATING TO A WIN

#### Objective:

- To understand how to effectively negotiate.

#### 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.

Length:	60-Minutes
Participants:	Up to 50
Investment:	\$2,000.00

## SOAR TRAINING – CLIENTS



## CONTACT



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