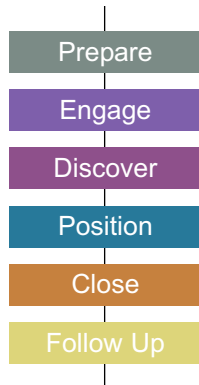




Intentional Selling



Sales people are entrusted with the ‘lifblood’ of your organization, your customer... and ultimately your sales revenues. Yet, high performing sales people who add value to customers, leverage relationships and produce consistent results, are few and far between. They have a way of thinking and a proven process that they rely on. They are intentional with their attitudes, beliefs and assumptions. And they are intentional with how they approach customer meetings.

Intentional Selling is a 2 day workshop, that maps out the dynamics of a proven, customer focused sales process and hones professional selling skills from a problem solving perspective.

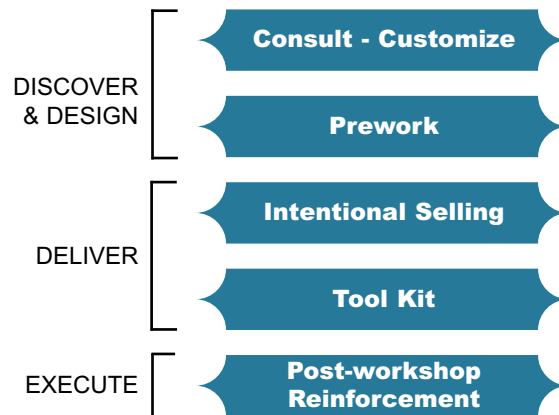
Participants develop artful questioning skills using ‘*Discovery Dialogue*’, a strategic questioning framework which uses high-gain questions to fully explore customer needs. By combining the power of intention with sophisticated sales process skills, your team will develop new ways of thinking and effective selling behaviours. *Intentional Selling* produces consistent results, enhances customer relationships and compresses the selling cycle.

Our Approach

Discover & Design Phase: We get grounded in your selling world and the development needs of your people. We then tailor the workshop to fully meet your requirements. Customized case studies ensure real world role play and practical application during the workshop.

Deliver Phase (Intentional Selling Workshop): We use experiential learning with cases, relevant examples and real world application exercises. People learn by doing. We create a highly interactive and dynamic experience using a variety of individual, small group and whole group exercises, combined with high quality feedback to facilitate the learning.

Execute Phase (post-workshop reinforcement): When you want real results, we nail the last and most critical step – reinforcement. We follow training with a robust plan to ensure sales behaviours are integrated in the field. Without a strategy to reinforce what was learned in the training workshop, real behavioural change is compromised. Our solution includes a systematic reinforcement plan which includes best practice sharing, sales tools and Sales Managers coaching skills/tools that build their capacity to fulfil their critical role of coaching their sales people.



Program Outcomes

- Upon completion of the program you will have:
- A consistent way to approach customer interactions
 - A common language and shared frameworks for your sales team
 - A ‘*Call Planner*’ to create a structured and sales focused interaction
 - A ‘*Questions Toolbox*’ - tailored to your organization
 - An ‘*Objection Storytelling Toolbox*’ that brings your products and services to life
 - Confident sales people, with a proven process to support their intent

OUTCOMES BY MODULE

Modules	Outcomes
<p>Overview and Foundational Concepts Become aware of a process for increasing sales competence.</p> <p>Explore attitudes, assumptions and beliefs that are needed for sales success.</p>	<p>Structure client meetings to produce concrete outcomes.</p> <p>Become aware of sales habits and thought patterns, and the impacts on behaviour. Learn how to shift limiting assumptions and make choices that are in alignment with producing results.</p>
<p>Step 1: PREPARE Learn effective call planning strategies.</p> <p>How to use the 'Call Planner' to prepare for customer meetings.</p>	<p>Prepare for customer meetings to establish professionalism, credibility and a confident approach.</p> <p>Understand how effective preparation impacts sales results.</p>
<p>Step 2: ENGAGE How to open sales calls with empathy and set the stage for a productive meeting.</p>	<p>Create effective openings to engage the customer and set clear expectations. Maintain control of the meeting process.</p>
<p>Step 3: DISCOVER Learn 'high gain' questions that uncover needs, dig deeper and add value; listen with a focus on the customer.</p> <p>Use 'Discovery Dialogue'™, a strategic questioning framework in role play practice and get high quality feedback.</p>	<p>Have confidence to ask what needs to be asked while maintaining rapport.</p> <p>Have the ability to propose the 'best fit' solution that demonstrates keen listening and understanding of client needs.</p>
<p>Step 4: POSITION How to use persuasive elements to influence customers and match products and services to their needs.</p> <p>Develop a 'Storytelling Toolbox' that brings your presentation to life.</p>	<p>Have confidence in ability to be compelling.</p> <p>use benefits and relevant stories to create resonance with your client so they will choose to buy from you.</p>
<p>Step 5: CLOSE How to effectively respond to and welcome difficult questions and objections.</p> <p>How to ask for the best advance that leads to the close.</p>	<p>End every meeting with concrete next steps that keep the momentum moving forward.</p>
<p>Step 6: FOLLOW-UP Learn tactics to support the buying decision and the ongoing relationships for future business</p>	<p>Understand the importance of customer follow up for sales and relationship success.</p> <p>Provide seamless follow up and deliver on promises.</p>

Participant Materials and Reinforcement Tools

- Content rich participant manual
- Electronic 'Call Planner' and Job aid
- 'Discovery Questions' tailored to your organization
- Coaching Questions and Planner

Session Length and Format

Two days face to face or 4 part webinar series,
2 hours each.

Event Specific Customization

This offering, like all others from Partners in Performance, can be customized to reflect your business environment and priorities, and integrated with your sales process and conferences. It can be configured for team presentations, web casts, teleconferences or in-person presentations.