



CUSTOMER FOCUSED SELLING™ WORKSHOP (CFS)

Customer Focused Selling™ Workshop is a scientifically proven, immediate skill lift training course. This highly interactive two-day workshop will be specified to your team's particular development needs as determined by the Selling Skills Assessment Tool™ or Influence Skills Assessment Tool™.

Measuring with statistical assessments provides scientific, quantifiable data both before and after learning the core competencies of effective Consultative Selling. For every skill taught, there's an immediate application to a real-world business situation that participants are actually facing. Seeing the applicability, participants enthusiastically put their new learning into action with their own customers and prospects, consistently achieving sales goals.

TAKING SALES TO THE NEXT LEVEL

The Selling Skills Assessment Tool™ (SSAT) measures selling skills based upon the 5 core selling competencies, which give a detailed understanding of where an individual currently is and where there is need for improvement. CFS targets the specific knowledge needed to consistently achieve higher sales results. Using actual sales situations as a baseline for discussion teaches participants how to articulate and apply new knowledge. The SSAT will then be re-administered six months following training to measure the lift in skills experienced.

YOU WILL LEARN HOW TO:

- Build trust and credibility
- Adapt to social styles
- Sell to multiple buyers
- Identify decision makers
- Uncover needs accurately
- Utilize strategic questioning
- Master business listening
- Articulate value
- Ask for the business
- Gain agreement
- Handle objections
- Position for long-term business

RECOMMENDED READING

Scientific Selling, by Nancy Martini with Geoffrey James, describes how scientific testing and measurement can leverage current strengths, identify areas for growth, and increase revenue. Real world examples illustrate how statistically valid measurement can improve every element of the sales environment – from training to creating long-term sustainable sales results.

5 CORE SELLING COMPETENCIES

OPEN

Build trust and credibility by setting verbal agendas, handling early objections and managing expectations

INVESTIGATE

Accurately assess the situation and uncover the needs of the audience through strategic questions.

PRESENT

Link your capabilities to the current situation through value articulation and appropriateness of your solutions.

CONFIRM

Ask for the decision, handle objections and gain an agreement even when multiple parties are involved.

POSITION

Build long term relationships, cooperatively develop strategies and manage the business relationship.



DID YOU KNOW...

The Predictive Index® was recognized as a Top 20 Sales Training Company from Selling Power magazine in 2015 for Customer Focused Selling™ and the Sales Skills Assessment Tool™.